



NBG-161100020202 Seat No. _____

M. B. A. (Sem. II) (CBCS) Examination

April / May - 2017

Marketing Management

Time : 3 Hours]

[Total Marks : 70

Instruction : All Questions Carry Equal Marks.

- 1 Explain different stages of Product Life Cycle and suggest marketing strategies to be adopted in each stage of Product Life Cycle.

OR

- 1 Explain the five Ms of Advertising.
- 2 (A) What are the strategies for a Market leader to defend Market share?
- (B) Explain the six steps in effective selling.

OR

- 2 (A) How E-Marketing can be helpful to marketers for promotion and advertising? Explain.
- (B) Explain different types of pricing strategies.

- 3 "Advertising forces people to buy goods that they really don't need." justify your answer for above statement with examples.

OR

- 3 Discuss each step of new product development process.
- 4 (A) What is Branding? Why firms need to do branding?
- (B) Explain the impact of Micro and Macro environmental factors on marketing management of a firm.

OR

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- 4 (A) What are the features of rural market in India? What marketing strategy is best suitable for rural markets?
- (B) What are different sales promotion techniques used by FMCG companies?
- 5 Write short notes : (Any two)
- (A) Market segmentation and targeting.
- (B) Product mix pricing.
- (C) Factors affecting Consumer buying behaviour.
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