



**MBO-010-003202**

Seat No. \_\_\_\_\_

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

**April / May - 2018**

**CCT - 10202 : Marketing Management**

**Faculty Code : 010**

**Subject Code : 003202**

Time : **3** Hours]

[Total Marks : **70**

**Instruction :** All questions carry equal marks.

1 Explain in detail online marketing.

**OR**

1 How to create effective Integrated Marketing Communication program? Explain.

2 (a) What is Market Segmentation and targeting? Explain.

(b) Explain in brief different types of advertising media.

**OR**

2 (a) Explain Relationship marketing.

(b) Write about services marketing strategies.

3 Explain the five Ms of Advertising.

**OR**

3 Explain company orientations towards the market place.

4 (a) Write about different types of pricing strategies.

(b) Write in brief about 4Ps of marketing mix.

**OR**

4 (a) What are different types of consumer products? Explain.

(b) Explain in brief consumer trust, loyalty and satisfaction.

**5** Write short notes on : (any **two**)

(a) Brand positioning.

(b) Product mix.

(c) Product life cycle.

---