



**MBO-161100020202** Seat No. \_\_\_\_\_

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

**April / May - 2018**

**Marketing Management**

Time : 3 Hours]

[Total Marks : 70

**Instructions :** All questions carry equal marks

1 Discuss each stage of new product development process.

**OR**

1 What is Marketing Information System? Explain the steps involved in marketing research process.

2 (A) Explain the factors affecting consumer buying behaviour.

(B) What is Branding? Why firms need to do branding?

**OR**

2 (A) What are the competitive strategies for a market challenger? Explain.

(B) Explain in brief Market segmentation, targeting and positioning.

3 Discuss social and ethical issues of advertising in India. Give suitable examples.

**OR**

3 Explain in detail the Holistic marketing concept.

4 (A) Explain different types of consumer products.

(B) What factors should be considered while choosing advertising media? Explain.

**OR**

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**[ Contd....**

- 4 (A) Write about different sales promotion techniques.  
(B) Write in brief about 7ps of Service marketing mix.
- 5 Write short notes : (Any **Two**)  
(A) Marketing channel conflict  
(B) Product mix  
(C) E marketing.
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