



PAR-19MBA202

Seat No. _____

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

August / September - 2020

Marketing Management

Time : 3 Hours]

[Total Marks : 70

Instruction : All questions carry equal marks

- 1 Explain Market Segmentation, Targeting and Positioning with examples.

OR

- 1 Discuss the stages of new Product Development Process.
- 2 (A) Explain the terms "Customer Value" and "Customer Satisfaction". How can firms retain existing customers?
(B) What is Relationship Marketing? Explain.

OR

- 2 (A) What factors affect consumer buying decision process? Explain.
(B) How do Micro and Macro environmental factors affect Marketing Management of a firm? Explain.

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

OR

- 3 What is Marketing Mix? Briefly explain different elements of Marketing Mix for products and services.

- 4 (A) What is Branding? What is the importance of Branding for firms?
- (B) Explain different types of pricing strategies.

OR

- 4 (A) What would be your marketing strategies when introducing new product in the market?
- (B) Write about different Sales promotion techniques.

5 Write short note on : (Any **Two**)

- (1) E-marketing
- (2) Brand resonance pyramid
- (3) Marketing Research
- (4) Advertising
