



**BBG-19MBA202** Seat No. \_\_\_\_\_

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

**July – 2021**

**Marketing Management**

Time :  $2\frac{1}{2}$  Hours]

[Total Marks : **70**

**Instructions :**

- (1) All questions carry equal marks.
- (2) Answer any five questions out of ten.

- 1 What is Marketing Mix ? Briefly explain different elements of Marketing Mix.
- 2 Describe Holistic Marketing.
- 3 Explain different pricing strategies used in marketing.
- 4 What is Marketing Research ? Explain all the steps in Marketing Research.
- 5 How services marketing differ from product marketing? Discuss how services quality can be improved ?
- 6 What is Product Life Cycle ? Spell out marketing strategies for each stage of Product Life Cycle.
- 7 Discuss the factors affecting consumer buying behaviour.

- 8 Explain company orientations towards the market place.
  - 9 Define Brand Equity. What is the importance of branding for companies ?
  - 10 Explain Market segmentation and targeting with examples.
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