



DAY-19MBA202

Seat No. _____

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

May - 2022

19MBA202 : Marketing Management

Time : **2.30** Hours]

[Total Marks : **70**

Instruction : All questions carry equal marks.

- 1 Explain the factors affecting consumer buying behaviour.

OR

What are the competitive strategies for a market challenger ?
Explain

- 2 Explain in detail the Holistic Marketing concept.

OR

Define Marketing Research. Elucidate the steps involved in
Marketing Research.

- 3 Explain the terms "Customer Value" and "Customer Satisfaction".
How can firms retain their existing customers ?

OR

What is Brand equity ? Explain any Brand equity model by giving
suitable example.

- 4 What is Product Life Cycle ? Discuss marketing strategies for each stage of the Product Life Cycle.

OR

What is marketing Plan ? Write a Marketing Plan for any product of your choice.

- 5 Write short note on. (any two)
- (1) E-Marketing
 - (2) Product Mix
 - (3) Sales Promotion techniques.
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