



DAX-161100080201

Seat No. _____

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

May - 2022

Banking & Finance

Marketing Management

(Choice Based Credit System)

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

[Total Marks : **70**

Instructions : All questions carry equal marks.

- 1** Explain the marketing strategies to be adopted in each stage of the product life cycle.

OR

What are the different product levels? Explain Product Mix.

- 2** What is Holistic Marketing? Explain.

OR

What are different pricing strategies used by marketers?

- 3** Explain Market segmentation, targeting and positioning.

OR

Define Marketing Research. Explain in brief Marketing Research process.

- 4** Discuss the factors affecting consumer buying behaviour.

OR

Define Brand Equity. Explain how can firms benefit from branding?

- 5** How can cooperative banks increase customer value and satisfaction? Explain.

OR

"Advertising forces people to buy goods that they really don't need." Critically analyse this statement.