



Seat No. _____

HY-161100080201

M. B. A. (Banking and Finance) (Sem. II)

(CBCS) Examination

May - 2023

Marketing Management

Time : **2:30** Hours / Total Marks : **70**

Instruction : All questions carry equal marks.

1 Define marketing mix. Briefly explain different elements of marketing mix.

OR

1 Discuss new product development process in detail.

2 Discuss market segmentation, targeting and positioning in detail.

OR

2 What is Marketing Research. Explain the steps involved in marketing research with its tools.

3 What is product life cycle? Discuss marketing strategies for each stage of the product life cycle.

OR

3 What is brand equity? Explain reasons for branding by giving suitable example.

4 What is price? Explain different types of pricing strategies.

OR

4 What is Sales promotion? Discuss various tools of sales promotion.

5 Write short notes on : (any two).

(1) E-marketing.

(2) Product mix.

(3) Direct Marketing.

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