



Seat No. _____

HZ-19MBA-202

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

May - 2023

19MBA202 : Marketing Management

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

Instruction : All questions carry equal marks.

- 1 Give a detailed explanation of the holistic marketing concept.
OR
- 1 Define Marketing Plan. Write a marketing plan for any product of your choice.
- 2 Describe the variables that affect consumer purchasing decisions.
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 any brand equity model by giving suitable example.
- 4 Differentiate 'Customer value' and 'customer satisfaction'. What are some ways businesses can keep their current customers?
OR
- 4 What are the competitive strategies for a market challenger? Explain.
- 5 Write short note on : (any **two**).
 - (1) E-marketing.
 - (2) Product Mix.
 - (3) Direct Marketing.