

Roll No.

Total Pages : 2

LMMS/M-24

27349

MARKETING MANAGEMENT

Paper–MBA–204

Time Allowed : 3 Hours]

[Maximum Marks : 70

Note : Attempt **six** questions in all, Question No. **1** is compulsory. Attempt remaining **five** questions, out of remaining **eight** questions carrying 10 marks each.

Compulsory Question

1. Write short notes on the following : 5×4=20
 - (a) Marketing Myopia.
 - (b) Brand positioning.
 - (c) Staple and Impulse goods.
 - (d) Concept testing techniques.
 - (e) Digital marketing.
2. How value philosophy is clubbed with marketing? What are the different steps in value delivery task? 10
3. Discuss the importance of Marketing information system and the components involved in it. 10
4. State the important variables used in behavior and value segmentation and explain how the segmentation is carried out? 10

5. What is Product line extension? Explain the different decisions involved in line extension. Also explain the advantages and disadvantages of line extension. 10
6. What are Buying motives? Explain the steps involved in the process of Consumer behavior. 10
7. What factors affect the choice of the distribution channels? Also discuss the types of distribution channels. 10
8. What new media platforms have emerged in marketing? What factors should be considered while selecting these media platforms? 10
9. How pricing objectives are framed? Discuss the different pricing strategies at different stages of PLC with the help of suitable examples. 10