

H

Roll No.

MBA-102

M. B. A. (FIRST SEMESTER)

END SEMESTER

EXAMINATION, Jan., 2023

MARKETING MANAGEMENT

Time : Three Hours

Maximum Marks : 100

- Note :** (i) This question paper contain two Sections—Section A and Section B.
- (ii) Both Sections are compulsory.
- (iii) Answer any *two* sub-questions among (a), (b) and (c) in each main question of Section A. Each sub-question carries 10 marks.
- (iv) Section B consists of case study is compulsory. Section B is of 20 marks.

P. T. O.

Section-A

1. (a) Focus on nature, scope and importance of marketing. Elaborate the core marketing and concept of marketing mix. (CO1 & 2)
 - (b) Define Marketing Environment and focus on its elements. Explain macro and micro forces that affect marketing functions with examples. (CO1 & 2)
 - (c) (i) What are consumer and individual goods ? What are their features ?
 - (ii) Define and demonstrate Market Segmentation and explain the basis of segmentation consumer markets. (CO1 & 2)
2. (a) Match Packaging and Labeling. What is branding and brand equity ? (CO2 & 3)
 - (b) Compare in detail the advantages and disadvantages of direct and indirect distributions. (CO2 & 3)

- (c) You are thinking of setting up a footwear manufacturing and marketing organization for a wider range of shoes to be sold all over India. Explain the channels of distribution you would select for distribution. (CO2 & 3)
3. (a) Explain Pricing methods and Process. Put focus on adapting the price, geographical pricing, discounts and allowances. (CO3 & 4)
 - (b) Explain with examples about packaging of rural produce and different types of packaging material. (CO3 & 4)
 - (c) Discuss the role of promotion in the marketing place. What are the elements of promotional mix ? (CO3 & 4)
4. (a) What is the importance of market research in decision making of marketing ? (CO4 & 5)
 - (b) What are the social, ethical and legal issues in marketing ? Discuss them with reference to India. (CO4 & 5)

- (c) Explain emerging issues in marketing and put focus on green marketing. Elaborate and extend promotion decisions, role and elements of promotion. (CO4 & 5)

Section-B

5. Case Study : (20 Marks)

The oriental packaging corporation (OPC) are the pioneers in India for providing different types of packaging materials, ready made containers, cartons and the like. They offer a wide range of covering paper, aluminium, thermocole and the like, suitable for a variety of packaging needs. Packaging in earlier days was considered only as a protective measures. However, with the new trends in marketing and especially in changing tastes of consumers, packaging today performs functions of promotion, product differentiation, economy, branding and so on. Realizing the growing importance of the packaging the company started a consultancy wing to advise their clients on complete packaging strategy.

M/S Good Luck Exporters has asked for packaging advice for host of non-traditional item for which they are negotiating orders in different countries. The products are :

- (a) Sea food and frog legs.
- (b) Handicrafts
- (c) Human skeleton, bones and powder
- (d) Roses and other flower.
- (e) Mango fruits.

Questions :

- (i) Offer your recommendations on the complete packaging plan especially keeping in view that these products are for International market.
- (ii) Would your strategy differ if the products are for national market ?