

Roll No.....

Total Pages: 2  
**13228**

**MBA/M-18**  
**MARKETING MANAGEMENT**  
Paper: MBA-CP-202

Time: Three Hours

Maximum Marks: 80

Note: Attempt any eight questions of 5 marks each from Part A and three questions of 10 marks each from Part B.

Part-A

1. Giving suitable examples differentiate between niche and local marketing.
2. Discuss the relevance of Marketing Intelligence System for any organization.
3. How can public relations be instrumental in reaping the advantage of positive publicity and negating negative publicity?
4. Citing suitable examples, explain the concept of captive product pricing.
5. Citing suitable examples, discuss various positioning planks.
6. With the help of any hypothetical example, discuss various levels of a product.
7. How is modern concept of marketing different to earlier concepts? Is the same practiced in letter and spirits?
8. Explain the role of Marketing Decision Support System in marketing decision making.
9. Take any new product idea and develop a practicable concept from it.
10. Discuss some consumer promotion tools which you feel are most relevant in aviation industry.

Part-B

11. Discuss the exceptions to the concept of Product Life Cycle. Also elaborate most suitable marketing strategies applicable for various stages of product life cycle.
12. What kind of distribution arrangement is most suitable for the sale of passenger cars? Discuss the prominent factors that would play a role in this regard.
13. Discuss the prominent consumer motives. What inferences can be drawn by the marketers from them?
14. Discuss the step by step procedure for setting the final price of a product or a service. What are the most crucial factors that should be taken note of in this regard?
15. Field of marketing has seen glaring changes in the recent times. Comment. Discuss the most relevant recent trends in this regard.