

Roll No.....

Total Pages: 2
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MBA/M-17
MARKETING MANAGEMENT
Paper: MBA-CP-202

Time: Three Hours

Maximum Marks: 70

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. Why is marketing important for organization?
2. Briefly discuss the various components of Micro-environment.
3. Identify the common ethical issues associated with products
4. How the marketing decision makers are benefited with information technology?
5. MIS enables organizations to make sound decisions by providing decision makers with information.
6. Discuss the relevance of studying consumer behaviour for marketers.
7. Explain the role of branding in modern marketing.
8. What are the advantages of direct marketing to the consumers?
9. Discuss the conditions under which penetration pricing strategy makes sense for marketers.
10. Elaborate the concept of social media marketing.

Part-B

11. "An ideal marketing mix can be a game changer for marketers." Discuss and also comment on its elements.
12. Explain the major variables used to segment passenger car market with suitable example.
13. Explain the stages of the product life-cycle using a diagram.
14. Discuss the importance of promotion mix in marketing. Explain its components.

15. Discuss the role of channel members in the context of consumer oriented and highly competitive marketing environment.