

M. B. A. Examination. - OCT-2016
Semester 2. - 3653
Marketing management.

Time : 2 hours 30 minutes.

Total Marks : 70.

1. Define marketing. Explain core concepts of marketing. (14).

Or

Describe in brief corporate strategic planning. Describe B. C. G. and G. E. matrix.

2. Define marketing research. Describe marketing research process. (14).

Or

Conceptualize consumer behaviour. Describe buying process and organizational buying.

3. Describe segmentation, targeting and positioning with examples. (14).

Or

Describe product life cycle and its different stages with suitable examples.

4. Conceptualize product. Describe new product development process. (14).

Or

Define price. Describe various pricing strategies with suitable examples.

5. Define distribution. Describe functions of " middleman ". Describe levels of distribution channels with suitable examples. (14).

Or

5. Describe advertising and personal selling as tools of promotion. Differentiate advertising and personal selling.
