

27 APR 2019

M. B. A. Examination.  
Semester 2. April 2019.  
Marketing management.

Code:- 3653

Time : 2 hours 30 minutes.

Total Marks : 70.

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

Or

Describe company orientations towards the market place.

2. Define demand. Describe various types of demand and various marketing tasks in each type of demand with examples. ( 14 ).

Or

Conceptualize consumer behaviour. Describe factors affecting consumer behavior.

3. What is a brand ? Describe various branding decisions in detail. ( 14 ).

Or

Describe product life cycle with chart.

4. Describe various product mix and product line decisions. ( 14 ).

Or

Describe in detail new product development process.

5. Define distribution. Describe types of channels of distribution. Also Describe " pull " and " push " strategies. ( 14 ).

Or

5. Describe e marketing in detail with example. Describe how e marketing has affected traditional marketing in India in recent environment.

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