

M. B. A. Examination.  
Semester 2. April 2017.  
Marketing management. -3653

Time : 2 hours and 30 minutes.

Total Marks : 70.

1. Give concept of marketing. Explain how selling, marketing and societal marketing are different with suitable examples. (14)

Or

Write a descriptive note on marketing environment.

2. Explain different types of demand and marketing tasks for each type of demand with suitable examples. (14)

Or

Conceptualize consumer behaviour. Describe buying process. List factors affecting consumer behavior.

3. What is differentiated and undifferentiated marketing ? Explain segmentation, targeting and positioning with examples. (14)

Or

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

4. What is product, product line and product mix ? Explain various product line and product mix decisions with examples. (14)

Or

Explain how service marketing is different to goods marketing. Also explain different pricing methods.

5. Write about direct marketing and E commerce. Also write about wholesaling and retailing. (14)

Or

5. Write a descriptive note on advertising, personal selling and sales promotion.

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