

[May-17]

[MPDBA-204A/MPDHR-204A]
MBA (GEN & HRM) Degree Examination

II Semester

MARKETING MANAGEMENT
(Effective from the admitted batch 2015-16)

Time: 3 Hours

Max.Marks: 70

Instructions: All parts of the unit must be answered in one place only.
Figures in the right hand margin indicate marks allotted.

SECTION-A

1. Answer any Five of the following:

(5×4=20)

- a) Core Benefit
- b) Customer Relationship Marketing
- c) E-Commerce
- d) Repositioning
- e) Point of parity
- f) Impulse Goods
- g) Concept of PLC
- h) Channel Conflict.

SECTION-B

Answer all questions:

(5×8=40)

2. a) Explain the concept of social Marketing in details?

OR

b) What is the role of marketing in a developing economy give a brief note?

3. a) Identify the major macro environmental forces of an organization?

OR

b) What is the difference between mass marketing and segmented marketing?

4. a) Explain clearly the process of developing positioning ?

OR

b) Why do companies add new product line? State with the recent examples?

5. a) What of the pricing strategy that a company must adopt at the growth stage?

OR

b) Explain different kinds of pricing tactics?

6. a) Describe the various promotional activities in present marketing scenario?

OR

b) What is IMC? Why is it important for communication campaign to be integrated?

SECTION-C

7. Case Study (Compulsory):

10

You feel your sales people are underpaid. You request a large increase in the budget for them but it was denied in the conference with other Vice-Presidents, who all wanted pay increases for their people. You still feel strongly that more money is needed if sales force is to be kept effective. What would you do about this situation?

[26,27/1 Y/217]