

January

Subject Code—5880-X

M.B.A. EXAMINATION

(Second Semester)

(Re-appear)

(2 Years—Old Scheme)

CP-203

MARKETING MANAGEMENT

Time : 3 Hours

Maximum Marks : 70

Note : Attempt any *Five* questions. All questions carry equal marks.

1. Define Marketing. What are different orientations/philosophies of marketing ?
2. What are major dimensions of marketing environment ? Why marketers must have a sound understanding of marketing environment ?

P.T.O.

3. Discuss in detail the process, importance, scope and limitations of marketing research.
4. Write short notes on any *two* of the following :
 - (a) Major determinants of Consumer Behaviour
 - (b) Criteria for market segmentation
 - (c) Brand Positioning
 - (d) Product life-cycle.
5. "More than 80% of new products fail ? Critically analyze the process of new product development in the light of this statement.
6. Discuss in detail different tools of promotion highlighting their advantages and limitations.
7.
 - (a) What functions are performed by distribution channel ?
 - (b) Discuss cost-oriented pricing strategies.
8. Write short notes on any *two* of the following :
 - (a) Channel Conflict
 - (b) Consumerism
 - (c) Marketing Control
 - (d) Impact of Globalization on Marketing.