

Jan 2010

Roll No.

Subject Code—3166-X

M.B.A. EXAMINATION

(Second Semester)

(Re-appear)

CP-203

MARKETING MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

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

1. Define Marketing Management. Explain in detail various marketing environmental factors.
2. What is Industrial Marketing ? How is it different from consumer marketing ?
3. Define Segmentation. What are the various levels of segmentation ?

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4. Write down the complete process of new Product Development.
5. Discuss in detail the pricing strategies. Also the factors affecting the choice of pricing strategy.
6. Critically evaluate the advantages of vertical marketing system.
7. Elaborate the marketing control process and its importance.
8. Write short notes on the following :
 - (a) Consumerism
 - (b) Green Marketing.