

Roll No. ....

Subject Code—8170-X

**M.B.A. EXAMINATION**

(Second Semester)

(Re-appear Prior to Batch 2009)

CP-203

**MARKETING MANAGEMENT**

*Time : 3 Hours*

*Maximum Marks : 100*

**Section A**

**Note :** Attempt any *Seven* questions. **7×7=49**

1. Differentiate between product and production concepts of marketing.
2. What are the controllable components of Marketing Environment ?
3. Who gave the concept of Marketing Mix ?  
What are its components ?

4. Differentiate between Targetting and Positioning.
5. Draw the PLC for fashion products.
6. What are the components of promotion mix ?
7. What is Value Pricing ?
8. What are sources of channel conflict ?
9. How can the marketing department be organized on the basis of the product ? Explain with the help of examples.
10. When and where did consumerism begin ?

### Section B

**Note :** Attempt all the questions. **3×17=51**

11. Differentiate between MIS and Marketing Research. How are the two related ?

*Or*

Explain the concept of STP with the help of suitable examples, preferably from the automobile industry.

12. If you were the distribution manager of HLL, what would be the considerations while deciding on using vertical marketing systems or the horizontal marketing systems ? Give reasons in support of your answer.

*Or*

Define marketing channels and explain their types and role. How can the channel conflict be reduced ?

13. Write short notes on the following :

- (a) Branding and Packaging
- (b) Pricing Objectives.

*Or*

How does the process of purchase decision-making in industrial markets differ from that of the consumer markets ? Explain with the help of suitable examples.