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MBA
(SEM I) ODD SEMESTER EXAMINATION 2015-16
MARKETING MANAGEMENT

[TIME: 3 hrs]

[Max. Marks: 100]

Q1- Attempt any **four** of the following.

[5x4=20]

1. Define **Marketing, Market** and **Marketer** with example.
2. Define **needs, wants** and **wish-list** with example.
3. What is **Marketing Mix**, illustrate with examples.
4. List the steps in **Marketing Research Process**.
5. Differentiate between **ATL** and **BTL** Marketing.
6. Define **Market Skimming Strategy**, illustrate with examples.

Q2- Attempt any **four** of the following:

[5 x4=20]

1. Differentiate between **Sales** and **Marketing**.
2. Write short note on **Rural Marketing Strategy**.
3. What is **Through The Line (TTL) Marketing**?
4. Illustrate with diagram **Purchase Decision Making Model**, with reference to consumer products.
5. Define **Market Segmentation**, explain with suitable example.
6. Differentiate between **Customer** and **Consumer**, support your answer with proper definitions and suitable examples.

Q3-Attempt any **two** of the following:

[10x2=20]

1. Illustrate with diagram Maslow's Hierarchy of Needs. Explain in detail with suitable examples.
2. Write a brief on the Disruptive Innovation Theory.
3. Illustrate with appropriate examples the concept of Glocalization.

Q4-Attempt any **two** of the following:

[10x2=20]

1. Describe Digital Product Placement strategy. Why is it increasingly becoming popular with advertising companies?
2. List ten major Roles of a Marketer.
3. What is Marketing Environment? List the factors affecting Marketing Environment.

Q5--Attempt any **two** of the following:

[10x2=20]

1. How does MIS impact Marketing Strategy? Explain with example.
2. Discuss the impact of FDI in e-commerce, with reference to the unorganized retailing.
3. Illustrate with examples impact of Celebrity Endorsements on brand equity of any industrial product brand.