Roll No.

Paper Code: RMB106

MBA
(SEM I) ODD SEMESTER EXAMINATION 2016-17
MARKETING MANAGEMENT

[TIME: 3 hrs]   [Max. Marks: 70]

Q1- Attempt any **four** of the following.   [3.5x4=14]

a) Define **Market**, give suitable examples.
b) Differentiate between **needs**, **wants** and **wish-list** with example.
c) What is **Product Placement**; explain with examples.
d) List the steps in **Marketing Research Process**.
e) Define **ATL** and **BTL Marketing**, illustrate with examples.
f) Enlist and define the elements of **Value Chain**.

Q2- Attempt any **four** of the following: [3.5 x4=14]

a) Differentiate between **Sales** and **Marketing**.
b) Enlist and define the elements of **Marketing Mix**, illustrate with examples.
c) What is **Through The Line (TTL) Marketing** strategy, illustrate with examples.
d) Define **Market Skimming Strategy**, illustrate with examples.
e) Define **Market Targeting**, explain with suitable example.
f) Differentiate between **Customer** and **Consumer**, support your answer with proper definitions and suitable examples.

Q3-Attempt any **two** of the following: [7x2=14]

a) Write a short note on **Market Segmentation**.
b) Illustrate with diagram **Maslow's Hierarchy of Needs**. Explain in detail with suitable examples.
c) Write a brief on the **Disruptive Innovation Theory**.

Q4-Attempt any **two** of the following: [7x2=14]

1. Enlist ten major advantages of **Digital Advertising** as compared to **Conventional Advertising**.
2. List ten major Roles of a **Marketer**.
3. Illustrate with examples impact of **Celebrity Endorsements** on **Brand Equity** of any consumer product brand.

Q5--Attempt any **two** of the following: [7x2=14]

a) List ten ways in which **CRM** impacts Marketing and Advertising strategy of a company.
b) Enlist five major positive and five major negative impacts that the recent **Indian Demonetization Drive of 2016** has had on unorganized retailing.
c) Write a short note on **Brand Extension**; explain with suitable real life examples.