

(Following Paper ID and Roll No. to be filled in your Answer Books)

PAPER ID :**Roll No.**

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M.B.A.**Theory Examination (Semester-II) 2015-16****MARKETING MANAGEMENT****Time : 3 Hours****Max. Marks : 100****SECTION A****1. Answer all parts.****(2*10=20)**

- Define Marketing?
- What are the essential qualities of a Marketing Managers?
- What is Societal Marketing?
- What is PEST Analysis?
- What are the controllable environmental factors?
- What is Future Product?
- Explain Public Relations.
- What is Product line stretching?
- What is Vertical Distribution System?
- What is Market Skimming Pricing?

SECTION B**2. Answer any five questions****(10*5=50)**

- What do you mean by Holistic Marketing? How is this different from conventional Marketing?
- Explain Targeting. Also explain the steps in Targeting.
- Which of the marketing objectives can be fulfilled through pricing? Explain with suitable examples.
- How is technology leveraged in modern marketing?
- Explain the steps involved in Institutional Buying Behaviour.
- "Modern marketing starts with STP and ends with relationship marketing". Critically comment on the statement with suitable reasonings.
- Explain the concept of Product Mix. Design a product mix structure of Hindustan Unilever Ltd.
- Why is promotion important for marketing success? Also explain promotion mix.

SECTION C**Answer any two questions.****(15*2=30)****3. Attempt the following**

- Explain the concept of Customer Relationship Management. Discuss the role of Customer Relationship Management in Modern Marketing.
- Analyse the impact of growth of organized retail format on unorganized retail sector in India. Also explain the popular organized retail formats in consumer electronics industry.

4. Attempt the following

- Explain the factors affecting selection of distribution network. Answer in special reference to an automobile company that has cars and SUVs in the range of 4 lakh to 24 lakhs.
- What are the Uncontrollable components of marketing environment. How should a firm manage this in the business interest? Explain with suitable illustrations.

5. Write a short notes on any three of the following:

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| a) Cooperative advertising | c) Price sensitivity Analysis |
| b) Prospects and Growth of Rural Marketing | d) Product Positioning Strategy |