

**END TERM EXAMINATION**

Session: Semester [NBA] May/June 2014

Paper Code: MS106

Subject: Marketing Management

MS/PM/106

Time: 3 Hours

Maximum Marks: 60

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

- Q1. (a) Discuss the different demand curves and the relevant type of marketing in each state to be used by marketers. Give suitable examples.  
(b) Distinguish between the selling and marketing concepts.
- Q2. What are the various macro variables of the marketing environment? How do these variables influence the 4 Ps of marketing? Give examples.
- Q3. (a) Explain the benefits of segmentation and suggest ways for segmenting the market for:  
(i) Toothpaste  
(ii) Air Conditioners  
(b) Discuss the various approaches for market targeting? Illustrate with the help of examples.
- Q4. Briefly explain the different stages of the typical Product Life Cycle? Also mention any three alternative stages that the PLC can take. Give examples.
- Q5. Write short notes on:  
(a) Rural Marketing  
(b) Social Marketing
- Q6. Discuss the benefits of branding and explain the various branding strategies available to marketers. Give examples to illustrate.
- Q7. (a) Explain the significance of Integrated Marketing Communication and describe the characteristics of any four elements of the communication mix. Sales and brand and explain the different forms of communication it has used.  
(b) Distinguish between the various elements of the promotion mix.
- Q8. (a) Explain the various functions performed by channel intermediaries.  
(b) Discuss the factors that influence channel design decisions.