

END TERM EXAMINATION

SECOND SEMESTER [MBA] MAY-JUNE 2012

Paper Code: MS-106

Subject: Marketing Management

MS/P30/106

Maximum Marks: 60

Time: 3 Hours

Note: Attempt any five questions as directed.

- Q1 Differentiate between the selling and marketing concept. What would a firm need to do to implement the marketing concept in the organisation? (12)
- Q2 What is meant by the macro-elements of the marketing environment? Discuss the significance of any three of these elements for marketers. (12)
- Q3 Explain the process of Segmentation, Targeting and Positioning with respect to any consumer durable product. (12)
- Q4 (a) What is meant by product mix, product line length and product mix consistency? Explain the reasons marketers opt for a down ward product line stretch. (6)
(b) Explain the strategies that marketers can adopt in the maturity stage of the Product Life Cycle. (6)
- Q5 (a) Explain the major functions performed by distribution channel intermediaries. (6)
(b) What factors are taken into consideration at the time of establishing a distribution channel? Discuss in brief. (6)
- Q6 Explain the various factors that are likely to influence pricing decisions. Explain various methods used for determining the price of any product. (12)
- Q7 Write notes on the following: (2x6=12)
(a) Concept testing, product testing and test marketing. Give examples.
(b) Characteristics of business-to-business markets.
- Q8 (a) What is green marketing? What are the major reasons that influence organisations to adopt green marketing? Give example to illustrate your answer. (6)
(b) What factors are contributing to the growth of online marketing in India? (6)