



Dec - 18

Total No. of Questions : 5]

SEAT No. :

P2184

[5465]-2001

[Total No. of Pages : 1

M.B.A.

201 : MARKETING MANAGEMENT

(2016 Pattern) (Semester - II)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All Questions are Compulsory.
- 2) Each questions carries 10 marks.

Q1) Discuss the new product development process on 'Micro Oven' electronics goods.

OR

What is the concept of PLC? Explain the characteristics of PLC stages on any durable goods.

Q2) Define 'Pricing'. Explain the factors influencing pricing decision on any consumer goods.

OR

Write short notes on (any two) (With example)

- a) Setting pricing objectives
- b) Promotional pricing
- c) Differentiated pricing

Q3) Explain the role of marketing channels and 'Channel levels'.

OR

Explain the importance of transportation and warehousing in distribution of Goods (FMCG).

Q4) Define the concept of Target Audience. Explain the characteristics of 'Effective Communication'.

OR

Explain the 'Direct Marketing' concept and the meaning of 'Integrated Marketing communications'.

Q5) Discuss the preparation and evaluation of a product level marketing plan with example an durable goods.

OR

Discuss the process and types of marketing controls with an example.



Total No. of Questions : 5]

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SEAT No :  

[Total No. of Pages : 2



[5365]-2001

M.B.A.

201 : MARKETING MANAGEMENT

(2016 Pattern) (Semester - II)

May 18

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) Answer five questions.
- 2) All questions carry equal marks.
- 3) Write suitable examples as required.

Q1) What is the need for new product development? Explain Booz Allen and Hamilton classification scheme for new product?

OR

Define Packaging. Explain the role of packaging and labelling.

Q2) What is the concept of price change? Explain the initiation and responding to price change.

OR

Describe the setting pricing objectives. How to estimating the cash and determining the demand?

Q3) How the decision is taken for the channel design for a durable product with an example.

OR

Explain the market logistics decisions for inventory and transportation of a Luxurious Goods to the end users.

P.T.O.

**Q4) a)** What is 'Direct marketing'? Explain the concept of Integrated Marketing Communications.

OR

**b)** What is the concept of marketing communications? Explain the factors in setting marketing communication mix.

**Q5) Write short notes on (any two).**

- a) Annual plan control
- b) Strategic control
- c) Marketing Audit

OR

Discuss the nature and contents of marketing plan.

Total No. of Questions :5]

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[5265] - 2005

M.B.A.

**201 : MARKETING MANAGEMENT  
(2016 Pattern) (Semester - II)**

SEAT No. :

[Total No. of Pages :2

Dec 17

*Time : 2¼ Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

- 1) Answer five questions.*
- 2) All questions carry equal marks(10).*
- 3) Write suitable examples where needed.*

**Q1)** What do you mean by 'new product development'? Explain the new product development process on FMCG Goods as detergent powder.

OR

Explain the concept of PLC and strategies across stages of the PLC with an example of Luxurious Goods.

**Q2)** Define 'setting of pricing'. Describe the factors influencing pricing decisions.

OR

Explain the 'Differentiated pricing' and 'Promotional pricing' with example.

**Q3)** Explain the major consideration in the selection of distribution channel for any durable goods with example.

OR

Write the 'marketing channel levels'. Illustrate the channel flow of the product as Durable goods with example.

**P.T.O.**



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Q4) What is the concept of 'Direct marketing' and Integrated Marketing Communication (IMC).

OR

What do you mean by 'Target Audience'? Illustrate the factors in setting the effective marketing mix for any FMCG product as example.

Q5) What is the 'marketing plan'? Explain the contents of marketing plan.

OR

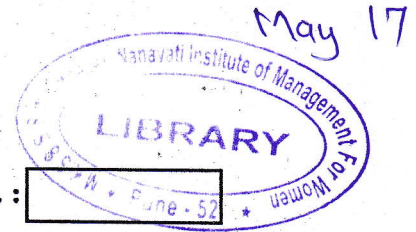
What is the concept of 'Marketing Audit'? Explain its proper implementation in marketing.

Total No. of Questions : 5]

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SEAT No. :  

[Total No. of Pages : 2



[5165]-2001

M.B.A. (Semester - II)

201 : MARKETING MANAGEMENT

(2016 Pattern)

Time : 2.15 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) Answer five questions.
- 2) All questions carry equal marks.
- 3) Give suitable example as required.

Q1) Discuss the types of PLe and strategies across stages of the PLe with an example.

OR

What is 'new product development'? Explain 'Brand' equity and 'Brand Elements' with an example.

Q2) What is the concept of 'setting of pricing'? Discuss the factors influencing pricing decisions.

OR

Write short notes on (any two):- (with example)-

- a) Price discounts & allowanus,
- b) Differential pricing
- c) Promotional pricing,
- d) Geographical pricing.

Q3) Define the concept of 'Channel options'. Explain the market logistics decisions on order proussiong with an example of a finch product.

P.T.O.

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EXTERNAL

SENIOR SUPERVISOR (EXAM.)

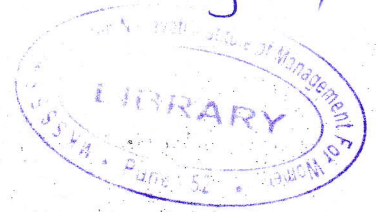
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May 17



OR

What is the concept of marketing channel levels? Write the channel flow of the product 'Fogg's perfume' to end user.

Q4) "The role of marketing communications in marketing effort"- Justify the statement with an example.

OR

What is the 'Target audience'? Explain the factors in setting the effective marketing mix for any 'CG' Product.

Q5) Prepare a product level marketing plan on

- i) New launching of any brand of a mobile and
- ii) Launching of any new movie.

OR

What is the concept of marketing control?

Explain marketing profitability control and marketing Efficiency control.

