

Roll No. ....

**12612**

**MBA (General) 2 Year 2nd Semester  
(2019-20/2020-21) (CBCS)  
Examination – May, 2024**

**MARKETING MANAGEMENT**

**Paper : 19IMG22C2**

**Time : Three Hours ]**

**[ Maximum Marks : 80**

*Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.*

**Note :** Attempt *five* questions in all. Question No. 1 (Section – A) is *compulsory*. Attempt other *four* questions from Section – B by selecting *one* question from each Unit. All questions carry equal marks.

**SECTION – A**

1. Write short notes on following :

**8 × 2 = 16**

- (a) Scope of Marketing
- (b) Marketing Strategy
- (c) Customer Loyalty
- (d) Marketing Targeting

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- (e) Product line decisions
- (f) Labelling
- (g) Channel Management
- (h) Digital Marketing

## SECTION – B

### UNIT – I

2. "Marketing is beyond matching the product with the market. In the light of this statement discuss the nature and scope of marketing. 16
3. "Marketing research is undertaken to guide managers in the analysis of marketing problems." Critically examine this statement. 16

### UNIT – II

4. Write a short note on the following :  $2 \times 8 = 16$ 
  - (a) Building Customer Value
  - (b) Tools of Product Differentiation
5. What do you understand by market segmentation ? What are the levels of market segmentation ? Specify the criteria for effective targeting of market segments. 16

### UNIT – III

6. Explain the steps involved in the new product development and launching. 16

- 7. What do you mean by Pricing ? Explain its various methods and strategies. 16**

#### **UNIT – IV**

- 8. What are the distinctive features of personal selling and also highlight the role of public relations ? 16**
- 9. Explain the term green marketing along with its scope, merits, and demerits. 16**
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