

Total No. of Questions :5]

SEAT No. :

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M.B.A.

201 : MARKETING MANAGEMENT

(2016 Pattern) (Semester - II)

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.

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.

