

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) *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 (FMeG).

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.

