

Total No. of Questions : 5]

SEAT No. :

P2207

[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 fmch product.

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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.

