

Total No. of Questions : 5]

SEAT No :

P 1427

[5365]-2001

[Total No. of Pages : 2

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.
- 3) Write suitable examples as required.

Q1) What is the need for new product development? Explain Booz Allem 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.

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