P4066

[5565]-2001
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 question carries 10 marks.**

Q1) Define the concept 'New Product Development'. Discuss the steps to 'New Product Development' with special reference to any FMCG product.

OR

What is 'Branding'? Explain 'brand equity' and 'brand elements' with examples.

Q2) Explain 'Geographical Pricing' and 'Promotional Pricing' with example.

OR

Define 'Price change'. Explain 'Initiating and responding' to price change.

Q3) What is the channel options? Explain e-Commerce Marketing practices.

OR

Explain the major consideration in the selection of distribution channel for consumer goods with example.

Q4) What is the concept of 'Advertising'? Which advertising media will you choose for durable goods with example?

OR

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Write short notes on (any two) :

i) Direct Marketing.

ii) Integrated Marketing Communication.

iii) Personal Selling.

Q5) Explain the 'Marketing Evaluation' and 'Control'.

<p align="center">OR</p>

Discuss the 'Nature' and 'Contents' of Marketing Plan.

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