

(4)

Unit-IV

8. What is meant by channel of distribution? Describe its role in marketing. 10
9. What are the various elements of marketing communication mix? Explain with examples. 10

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Roll No. _____

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B.B.A. (I.B.) (Semester-IV)

Examination, 2015

MARKETING MANAGEMENT

Time Allowed : Three Hours]

[Maximum Marks :70

Note : Question No.1 is compulsory. Answer four other questions selecting one question from each unit.

1. Explain the following Terms/concepts in brief :

(3 × 10 = 30)

- (a) Customer satisfaction Vs. Customer Delight
- (b) Value
- (c) Marketing Mix
- (d) Product differentiation

(2)

- (e) Rational Vs. Emotional buying motives
- (f) Market testing stage in NPD
- (g) Psychological Pricing
- (h) Sales Promotion
- (i) Marketing Myopia
- (j) Direct selling

Unit-I

- 2. What do you understand by marketing? Discuss the relevance of segmentation, Targeting and Positionings (STP) in modern marketing. 10
- 3. What impact does demography, social and cultural environment have on marketing management? Explain citing examples from the Indian market context. 10

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Unit-II

- 4. Define the terms 'Individual consumer' and 'Business Buyer?' Also discuss the stages of a typical buying process. 10
- 5. (a) What is marketing research? Discuss its scope and importance. 5
- (b) Explain the major methods of collecting primary data. 5

Unit-III

- 6. Explain the concept of PLC along with its stages and appropriate marketing strategy for each stage. 10
- 7. (a) What is meant by a 'Brand'? Enumerate the basic functions that a brand performs both for marketers and consumers. 5
- (b) Differentiate between Skimming and Penetrative pricing strategies citing relevant examples. 5

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P.T.O.