

Roll No. ....

Total No. of Questions : 07]

[Total No. of Pages : 02

MBA (Sem. - 2<sup>nd</sup>)

MARKETING MANAGEMENT

SUBJECT CODE : MB - 204

Paper ID : [C0109]

[Note : Please fill subject code and paper ID on OMR]

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Section - A is **Compulsory**.
- 2) Attempt any **Four** questions from Section - B.

**Section - A**

**Q1)**

**(10 × 2 = 20)**

- a) Define marketing management.
- b) What is consumer satisfaction?
- c) What is production concept?
- d) Define marketing mix.
- e) What do you understand by marketing information system?
- f) Define market segmentation.
- g) What are differentiation tools?
- h) What is target - return pricing?
- i) Define advertising.
- j) What are the objectives of marketing communication?

**Section - B**

**(4 × 10 = 40)**

**Q2)** "There is no contradiction between marketing concept and the societal concept of marketing; both are complementary". Do you agree? Explain.

Q3) Discuss the components of marketing information system.

Q4) Explain various stages of consumer buying process.

Q5) Discuss the factors affecting purchase decisions.

Q6) What are the stages of product life cycle? Discuss marketing strategies in different stages of product life cycle.

Q7) What is sales promotion? Discuss some major decisions in sales promotion.

