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Or

Describe the importance of customer retention by creating values.

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**M. B. A. / M. B. A. (MM) (Second Semester)**  
**Examination, Oct.-Nov. 2015**

(New & Old Course)

**MARKETING MANAGEMENT**

*Paper : MS/MM/MR/123*

*Time Allowed : Three hours*

*Maximum Marks : 70 New Course*  
*85 Old Course*

*Note : All questions are compulsory. One question from each unit is compulsory. All questions carry equal marks.*

**Unit-I**

1. Define "Marketing". Discuss the role of marketing in business organisation.

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**Unit-II**

2. 'Market segmentation is important for target marketing and target markets are important for product positioning.' Explain with suitable examples.

Or

Write an essay on 'Factors affecting marketing environment'.

**Unit-III**

3. Explain the meaning of the expression 'Product Mix'. State the reasons why companies or organisations generally diversity their range of products.

Or

Present the different features of Promotion Mix. Analyze the merits and demerits of each component of Promotion Mix.

**Unit-IV**

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4. "It is the marketing organisation that is to dance to the tunes of environmental musical symphony." Discuss.

Or

"Electronic marketing is recent inclusion in the marketing development but it has made marketing not only easy but also very near globally." In the light of this statement discuss merits and demerits of electronic marketing.

~~Unit-V~~

5. How do you analyze the importance of Rural Marketing in India? Present with examples that why the companies are focusing their strategies for rural markets rather than urban markets?

Or

Write short notes on :

- (i) Event Marketing
- (ii) Co-operative Marketing

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