

**B-5593**

**M. B. A. / M. B. A. (MM) (Second Semester)**  
**Examination, June 2017**

**MARKETING MANAGEMENT**

*Paper : MS/MM/MR/123*

*Time Allowed : Three hours*

*Maximum Marks : 70*

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

**Unit-I**

1. Compare contract selling with marketing. Explain the process of marketing management in brief.

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**PTO**

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**Or**

Marketing success depends largely on effective strategic planning adopted by the firm. Discuss the above statement with 2 examples of your choice.

**Unit-II**

2. What is marketing mix? Explain the various marketing mix elements taking the example of small sized passenger car.

**Or**

Explain the term market segmentation. Why should marketers consider segmentation as important marketing decision? Discuss with example.

**Unit-III**

3. What are the major objectives of pricing? How do the different stages of product life cycle affect the pricing decision? Explain giving suitable examples.

**Or**

Discuss briefly the factors that marketers should consider while determining promotion mix for their offering. Give suitable examples.

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**Unit-IV**

4. What is the Marketing Communication? Discuss its role in accomplishing the firms marketing goals.

**Or**

What are the major consideration in designing the marketing organisation? Discuss by taking any example of your choice.

**Unit-V**

5. Looking at the profile of rural consumers in India today, what are the challenges posed for Indian marketers in rural market segments? Discuss in reference to an FMCG product and a consumer durable product of your choice.

**Or**

What in your view, are the sales promotion tools most likely to succeed for a Event Marketing firm.

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