

[Total No. of Questions - 10] [Total No. of Printed Pages - 2]
(2123)

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MBA 2nd Semester Examination

Marketing Management (O.S.)

205

Time : 3 Hours

Max. Marks : 60

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

Note : Attempt five (05) questions in all, selecting one question from each section.

SECTION - A

1. Explain the concept of Holistic Marketing. (12)
2. Distinguish between production concept and product concept. (12)

SECTION - B

3. What do you understand by the term market? Why a market is segmented? (12)
4. Do you feel that targeting helps to deliver value? Give reasons. (12)

SECTION - C

5. How do profits, sales and customers vary in the various stages of a product life cycle? (12)
6. Discuss the various pricing objectives a firm may follow. (12)

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SECTION - D

7. How do advertising and personal selling compliment each other?
(12)
8. Discuss the causes of channel conflict. (12)

SECTION - E

9. How has globalization influenced marketing? (12)
10. Do you feel that consumerism has developed marketing? Give reasons. (12)