

[Total No. of Questions - 10] [Total No. of Printed Pages - 2]  
(2063)

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M.B.A. 2nd Semester Examination

Marketing Management (OS)

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 :** There are ten (10) questions in all. Two questions from each unit. The students are required to attempt five (5) questions in all, selecting one question from each unit.

**UNIT - I**

1. What forces determine external marketing environment? "Marketing department has to be more aware of the changes in external environment than any other department in the organisation." Do you agree? (12)
2. Explain the various steps in the Marketing Research process. Also discuss the importance of Marketing Research for the manufacturer. (12)

**UNIT - II**

3. What are the various objectives of Market Segmentation? Is segmentation always necessary? What are the bases/criteria for segmenting the market? (12)
4. Explain in detail the various steps in Business/Industrial Buying Process. (12)

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**UNIT - III**

5. Explain various stages of New Product Development Process? (12)
6. Explain product, price, place and promotion strategies at different stages of product life cycle? (12)

**UNIT - IV**

7. What is Sales Promotion? Explain the various Methods/Tools used for Consumer and Dealer Sales Promotion. (12)
8. Explain the concept of Advertising. What are the objectives of Advertising? Explain how internet advertising helps in building interactivity, personalisation and mass customisation. (12)

**UNIT - IV**

9. Define Global Marketing. What are the major decisions involved in Global Marketing? (12)
10. What do you mean by evaluation and control of marketing efforts? Explain why it is essential to control marketing efforts. (12)