



DPP-5508

**M.B.A. (F.T.) (Sem. II) (CBCS) & M.B.A. (E) (Sem. II)
(CBS) & (New Course ATKT) Examination
March / April - 2016
Marketing Management**

Time : 3 Hours]

[Total Marks : 70/100

Instructions :

(1)

नीचे दशांशवले निशानीवाणी विगतो उत्तरवडी पर अवश्य कभववी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="M.B.A. (F.T.) (SEM. 2) (CBCS) & M.B.A. (E) (SEM. 2) (CBS) & (NEW COURSE ATKT)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="MARKETING MANAGEMENT"/>	<input type="text"/>
Subject Code No. : <input type="text" value="5"/> <input type="text" value="5"/> <input type="text" value="0"/> <input type="text" value="8"/>	Section No. (1, 2.....) : <input type="text" value="Nil"/>
Student's Signature	

- (2) Q.7 is compulsory.
- (3) Attempt any four questions from Q.1 to Q.6.
- (4) Each question carries 14 marks in CBCS/CBS and 20 marks in New-Course (ATKT) Examination

- 1 What are the components of customer value and customer cost? Give examples.
- 2 Take a brand of your choice and explain its marketing strategy in terms of the STP plus marketing mix.
- 3 What role is played by the three Psychological processes (Motivation, perception and learning) in consumer buying decisions? Give examples.
- 4 How can market leaders expand the total market and defend market share? Give examples.
- 5 What is a business market? What buying situations do organizational buyers face?

- 6** What all factors relating to the buyers can be used as bases in buyer behavior segmentation/Behavioural segmentation? Give examples.
- 7** Write notes on : (any **two**)
- (i) Intensive growth strategies
 - (ii) Components of a modern marketing information system (MIS)
 - (iii) Points of Parity (POP) and Points of Difference (POD)
 - (iv) Relationship marketing.
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