

Total No. of Questions : 5]

SEAT No :

P 1341

[5365]-201

[Total No. of Pages : 2

M.B.A.

**201 : MARKETING MANAGEMENT
(2013 Pattern) (Semester - II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.*
- 2) Each question has an internal option.*
- 3) Each question carries 10 marks.*
- 4) Figures to the right indicate marks for that question/sub-question.*
- 5) Your answers should be specific and to the point.*
- 6) Support your answers with suitable live examples.*
- 7) Draw neat diagrams and illustrations supportive to your answer.*

Q1) a) Classify the new product as per Booz Allen & Hamilton classification Scheme. Define brand Discuss the various brand elements. **[10]**

OR

b) Explain PLC concept with proper diagram and its relevance to marketing decision? **[10]**

Q2) a) What do you mean by Price? Discuss the competitor based pricing methods. **[10]**

OR

b) Which pricing strategy will you adopt for following products? Why. **[10]**

- i) Greeting cards
- ii) eco friendly washing machine

P.T.O.

Q3) a) Write note on franchising with its advantages & disadvantages. **[10]**

OR

b) Which direct marketing alternatives are available for manufacturer to sell their products in the market? **[10]**

Q4) a) Explain the concept of IMC? Discuss the importance of integrated Marketing communication in today's marketing environment. **[10]**

OR

b) Define Advertising. Describe advantages & disadvantages of print media. **[10]**

Q5) a) Elaborate need and importance of marketing planning. **[10]**

OR

b) Why marketing evaluation is essential for a company? Write note on marketing audit. **[10]**

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