

Total No. of Questions : 5]

SEAT No. :

P2372

[4670] - 201

[Total No. of Pages : 2

M.B.A.

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

Time : 3 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 answer should be specific and to the point.*
- 6) *Support your answer with suitable live example.*
- 7) *Draw neat diagram and illustrations supportive to your answer.*

Q1) What do you mean by PLC Explain the characteristics of PLC stages with examples? **[10]**

OR

Describe the new product development process?

Q2) What do you mean by price? Discuss the internal and external factors influencing pricing decision? **[10]**

OR

Define price. Which pricing method will you adopt for following products?

- a) Smart phones
- b) hair oil with unique fragrance

Q3) Discuss the importance of distribution channels. Which distribution channel will you suggest for generator set for business buyer and why? **[10]**

OR

Explain how the process of designing the distribution channel is?

P.T.O.

Q4) What do you mean by marketing communication? Discuss the merits and Demerits of TV and RADIO as advertising media. **[10]**

OR

Define Advertising. Discuss the importance of advertising.

Q5) What do you mean by marketing plan? Prepare a marketing plan for any one of the following product. **[10]**

- a) Newly introduced fruit juice.
- b) A college planning to introduce new course.
- c) A bank planning to open its branch in rural area.

OR

Discuss marketing audit in detail. Explain the importance.

