

Total No. of Questions : 5]

SEAT No. :

**P3966**

**[5070]-2001**

[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)** State the Broad Steps to New Product Development. Describe the steps with special reference to a ladies skin care product. **[10]**

OR

“Firms change their marketing strategies as per change in the stages of the product lifecycle”. Discuss the strategies that can be adopted across the Introduction & Growth stages of a PLC. **[10]**

**Q2)** Discuss the Internal & External Factors that affect pricing decisions for a Samsung smart phone. **[10]**

OR

Explain the steps to Setting a Price. **[10]**

**Q3)** What are the different types/levels of distribution channels? What are the functions of a distributor? **[10]**

OR

What is Franchising? “Macdonald’s is a classic example of a ‘Business Format Franchise’ and a Reebok Outlet, an example of a ‘Product or Brand name Franchise’”. Do you agree with this statement? Justify. **[10]**

*P.T.O.*

**Q4)** Explain in detail the different tools of promotion (promotion-mix). **[10]**

OR

For communication to be effective, a logical process needs to be followed. Explain the steps to effective advertising from Mission to Measurement. **[10]**

**Q5)** Explain in detail the Marketing Planning Process. **[10]**

OR

Explain the concept of Marketing Evaluation and Control. Elaborate on any 3 types of Marketing Control. **[10]**

