

Total No. of Questions : 5]

SEAT No. :

P3805

[5265] - 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) Branding the product is important decision of a Company, comment.
Write note on brand equity **[10]**

OR

b) Explain the characteristics and strategies of PLC stages with examples. **[10]**

Q2) a) Pricing decision is very crucial for the organization. comment. **[10]**

OR

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

i) New version of sport bike

ii) Mobile handset at maturity stage

Q3) a) Discuss the importance of distribution channels. Which distribution channel will you suggest for air conditioner and why? **[10]**

OR

b) Describe the role of wholesaler and retailer in distribution channel. **[10]**

P.T.O.

Q4) a) What do you mean by marketing communication? Discuss the role of marketing communication in marketing of goods & services. [10]

OR

b) Explain the steps in developing effective marketing communication.[10]

Q5) a) Discuss marketing audit in detail. Explain the importance. [10]

OR

b) Elaborate the various types of marketing evaluation and control. [10]

