



Printed Pages : 3

MBA – 202

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7045

Roll No.

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**M. B. A.**

(SEM. II) EXAMINATION, 2006-07

**MARKETING MANAGEMENT**

*Time : 3 Hours]*

*[Total Marks : 100*

*Note : (1) Attempt **all** questions.*

*(2) The figures in **right** side indicate the marks.*

**1** Answer any **four** of the following in about **5×4**  
**250** words each :

- a) State and explain briefly the major elements of the marketing environment.
- b) Give the reasons for growing importance of marketing research in the present day economy.
- c) "Money spent on advertising is a waste." How far do you agree with this statement?
- d) Explain the importance of rural marketing in India.
- e) Enumerate the various service rendered by the wholesalers as an important channel of distribution.
- f) 'Marketing decisions are generally influenced by pricing'. Explain this statement by giving examples.

**2** “Marketing management is a total system of business activities designed to plan, promote and distribute want-satisfying goods and services to present and potential consumers” – Stanton. Amplify this statement and give the importance of marketing in a developing economy like India. **20**

**OR**

**2** Give the importance of planning and demand forecasting in developing the market strategies of a business enterprise. Why should an effective marketing plan be based on the financial and non-financial objectives? **20**

**3** a) Explain the concepts of ‘Market segmentation’ and ‘Market Targeting’ by giving examples. **10**  
b) The foundation of modern marketing management is based on the concept of marketing – mix. Briefly discuss this statement. **10**

**OR**

**3** What are the different steps involved in the control of market activities? Explain how a sales budget is an instrument of profitability analysis. **20**

**4** a) Explain and illustrate the concept of the ‘Product Life Cycle’. What is the use of this concept in formulating the marketing strategies? **10**  
b) Highlight some of the important determinants of the promotion – mix. **10**

**OR**

- 4** a) Explain with examples, how advertising is an effective tool of marketing communication. **10**
- b) What should be the essential qualities of a successful salesman? **10**
- 5** Write notes on any **two** of the following : **20**
- a) Elements of a buying decision process
- b) Product branding and packing
- c) Designing a marketing organization
- d) Importance of Retailing in India
- e) Need for the study of global marketing.
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