

## BM-6

### MBA II Semester (F/T) Examination 2016

#### MARKETING MANAGEMENT

Paper - CP-205

Time Allowed : Three Hours

Maximum Marks : 80

**Note :** Attempt any four questions from Section A and any three questions from Section B. Marks allotted to each section in given below.

#### Section - 'A'

##### Short Answer Type Questions

4 × 8 = 32

- Q.1. Explain the nature and scope of marketing.
- Q.2. What do you understand by marketing research? Explain.
- Q.3. Differentiate the concepts of consumer and industrial markets.
- Q.4. Write a note on branding and packaging.
- Q.5. Elaborate the concept of product life cycle.
- Q.6. What is channel management? Explain.
- Q.7. Write a note on consumerism.
- Q.8. What is Green marketing? Explain with example.

#### Section - 'B'

##### Long Answer Type Questions

3×16=48

- Q.9. What is the role of Environment scanning in making marketing strategies? Explain.
- Q.10. Explain with suitable examples the concepts of market segmentation Targeting and positioning.
- Q.11. Explain the role of pricing in the competitive situation in FMCG sector with the examples.
- Q.12. What are the new issues in marketing and how is it practiced at global level? Explain.
- Q.13. What do you understand by vertical marketing system? Explain.

