

**Second Semester M.B.A. (Distance Mode) Degree Examination
June 2009
(New Scheme)**

MBA DP 202 : MARKETING MANAGEMENT

Time: 3 Hours

Max. Marks: 80

SECTION A

Note: 1. Explain the following.
2. Each one carries TWO marks.

1. a. What is sales concept?
- b. Give examples for B2B and B2C marketing.
- c. What is labeling?
- d. What are the advantages of branding?
- e. What is green marketing?

SECTION B

Note: 1. Answer any FIVE of the following questions.
2. Each one carries SEVEN marks.

2. Describe with example role of marketing mix in marketing management.
3. Explain the pre-requisites and benefits of effective market segmentation.
4. Briefly explain stages in the PLC with example.
5. Discuss the factors affecting buying decision process.
6. Discuss the new product pricing strategies.
7. What are the different types of retailers? Explain their functions.

SECTION C

Note: Answer the following questions. Question Nos. 8&9 carry 10 marks each and 10 carries 15 marks

8. a. Discuss the scope and changes taking place in the area of marketing.

OR

- b. Analyze the controllable and uncontrollable factors in marketing environment.

9. a. What is new product? Explain the stages in development of new product.

OR

- b. Explain the roles and functions of distribution channel members.

10. What is promotion mix? For a hypothetical product, design an effective promotion mix.