

Seat No. : _____

LD-132

April-2014

IV M.B.A.

(KS) (Integrated)

Marketing Management

Time : 3 Hours]

[Max. Marks : 70

1. (a) Explain the concept of value chain delivery and how it is useful for an organization ? **6**
- (b) Explain the following briefly : **8**
- (i) Marketing Myopia
 - (ii) Data Mining
 - (iii) SBU
 - (iv) Technological Environment

2. (a) Define Positioning. Discuss the various approach to positioning strategies. **8**
- (b) Explain : **6**
- (i) Niche Marketing
 - (ii) Psychographics
 - (iii) Geocustering

OR

- (a) Enumerate the strategies that can be used by market challenger firms. Illustrate your answer with examples. **8**
- (b) With the advances in the field of IT, discuss the changes marketing practices have undergone. **6**
3. (a) Discuss the major influences on Business Buying behaviour in brief. **6**
- (b) 'Plan Global and Act Local' is the mantra followed by many MNCs. Support this statement through examples covering all aspects of marketing programme. **8**

OR

- (a) Explain the five stage model of Consumer Buying Decision Process. **8**
- (b) Discuss the three ways in which a company law adopt its price. **6**

4. (a) Elaborate how service firms can improve differentiation quality and productivity ? **8**
(b) Discuss the brand building tools a brand manager can use. **6**

OR

- (a) Discuss the new product development process for a new to the world product. **9**
(b) Elaborate how consumer goods and industrial goods can be classified ? **5**

5. (a) Due to changes in the environment, new channel systems are evolving. Discuss the growth of these marketing system and how these systems co-operate, conflict and compete. **8**
(b) Define advertising effectiveness. How it can be evaluated ? **6**

OR

- (a) Briefly discuss the steps involved in developing effective communication by a marketer. **8**
(b) List out the major functions and types of wholesalers. Also discuss the emerging trends in India in wholesaling. **6**
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