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2205E759

Candidate's Seat No : _____

MBA-1 Sem.-2 Examination

Marketing Management

May-2025

Time : 2-30 Hours]

[Max. Marks : 70

Q-1 What are the steps undertaken to develop pricing strategy? Explain the various pricing methods. (14)

Q-2 A) Why should marketers study Consumer behavior? Explain the factors that influence consumer behavior. (14)

OR

B) What is the concept of 'Integrated Marketing Communication' (IMC)? Explain the various elements of IMC giving examples for each. (14)

Q-3 A) What are the distinctive characteristics of Services Industries? (14)

OR

B) What are the major components of Market Offerings? New Product Development has to undergo certain stages before it is commercialized. Explain the stages. (14)

Q-4 A) Describe the types of product strategies that can be adapted to enter and succeed in the market. (14)

OR

B) What are the distinctive modes by which you can enter into the foreign markets? Explain. (14)

Q-5 What is the concept of 'Brand Equity'? Aaker and Keller formed components of Brand Equity models to create brand strategies. Explain both the models. (14)
