

Seat No. : \_\_\_\_\_

**ZM-127**

**May-2014**

**M.B.A., Sem.-II**

**Marketing Management**

**Time : 3 Hours]**

**[Max. Marks : 100**

**Instructions :** (1) The figures on the right indicate the marks carried by the question.  
(2) **All** questions carry equal marks.

1. (a) Explain the production concept, product concept, selling concept, marketing concept and holistic marketing concept. **10**  
(b) Discuss the various research approaches used for marketing research process. **10**
2. (a) What is the rationale behind market segmentation ? What is target marketing ? **10**  
(b) Discuss the various competitive strategies followed by the market followers. **10**

**OR**

- (a) Explain with suitable examples the various branding strategies.  
(b) Comment on the product life cycle stage of smart phones in India today. Also give your views on various strategies to be used by its marketers.
3. (a) Explain the various cultural, social and personal factors influencing consumer's buying behaviour. **10**  
(b) Explain the following : (any **two**) **10**
  - (1) POP and POD
  - (2) Niche Marketing
  - (3) Customer Perceived Value

**OR**

- (a) Explain vertical, horizontal and multichannel marketing systems with examples.  
(b) Explain in detail the various steps in developing effective communication.
4. (a) Comment on the growing trend of direct marketing giving two examples of successful brands using direct marketing. **10**  
(b) Briefly explain the distinctive characteristics of services. How is marketing services different from marketing products ? **10**

**OR**

- (a) What are various pricing methods ? Explain each in detail.  
(b) Under Interactive marketing, discuss some of the options available for placing advertisements and promotion online.
5. (a) List and explain the channel management decisions with the help of a suitable example. **10**  
(b) Looking into the retail growth, give your opinion about retailing in India and the future prospects of the Industry. **10**

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