

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

PGDBM/MBA 2nd Sem. Examination, 2015

Paper Code: 06

Paper : Marketing Management

Time: 3 hours Maximum marks: 80

The figures in the margin indicate full marks for the questions

- 1 Answer any five questions from the following 2×5=10
- What is marketing myopia?
 - What is habitual buying behavior?
 - What is price differentiation?
 - What is convenience product?
 - Define packaging.
 - What is retailing?
 - What is sales promotion?
- 2 Answer any three questions from the following 4×3=12
- Discuss different components of marketing mix.
 - Discuss different roles of a buyer while making a purchase decision.
 - Discuss the concepts of repositioning.
 - Discuss any two types of channels of distribution. 2+2
 - Discuss the objectives of sales promotion.
- 3 Answer any three questions from the following 6×3=18
- What is marketing research? How samples are selected while doing research? 1+5
 - Discuss any three characteristics of business buying process which is different from consumer buying.
 - Discuss the market segmentation process.
 - What is branding and brand equity? Discuss different elements of brand equity. 2+4
 - Discuss any two methods of pricing. 3+3
- 4 Answer any four questions from the following 10×4=40
- What is innovation? Discuss the process of new product development. 2+8
 - What is physical distribution? Discuss different elements of physical distribution system.
 - Write short notes on
 - Advertising media decision
 - Public relation
 - What is market positioning? Discuss different elements of positioning. Also state the criteria for successful market positioning.
 - Discuss how different factor influences in pricing decisions.
 - Write short notes on
 - Customer portfolio management
 - Uses of product life cycle.