

This question paper contains 2 printed pages.

1959

Your Roll No.

MIB / I Sem.

A

Course 515 – MARKETING MANAGEMENT

(Admissions of 2004 and onwards)

Time : 3 hours

Maximum Marks : 70

(Write your Roll No. on the top immediately on receipt of this question paper.)

Attempt all questions. Attempt all parts of a question together.

Be specific and precise in your answers.

1. Answer any *three* of the following:

- (a) What is marketing myopia? What possibly can be done by a marketer to deal with this issue? Explain, giving example(s).
- (b) "The marketing concept replaces and reverses the logic of the sales concept." Do you agree? Explain.
- (c) Differentiate among the terms need, want and demand as per conceptualization used in marketing.
- (d) Briefly discuss major criteria used for assessing effectiveness of market segmentation

4×3

2. Briefly answer any *four* of the following:

- (a) What is reference group? How does it affect consumer buying behaviour?
- (b) What is positioning? Giving suitable examples, also discuss major positioning errors.
- (c) What are shopping goods? How do these differ from convenience goods?
- (d) What is product layer concept? What is its significance to a marketer?
- (e) What is penetration pricing? Describe the situations when a firm should use penetration pricing strategy.

4×4

3. Answer any *two* of the following:

- (a) Why is it important for a marketer to understand demographic environment?

Turn over

Also discuss various elements which a marketer needs to take into account while analysing the demographic environment

- (b) What is product life cycle? Discuss various strategies that a marketer can use for increasing sales of its product during maturity stage
- (c) What is new product development? Discuss various steps involved in new product development.

7,7

4 Answer any *two* of the following

- (a) Discuss various issues involved in developing a promotion campaign
- (b) What is meant by distribution channel? What are the major issues involved in distribution channel planning and control? Discuss.
- (c) What is cost based pricing? Also discuss various cost based pricing methods.

7,7

5. Write notes on any **two** of the following

- (i) Branding decisions
- (ii) Industrial marketing
- (iii) Distribution logistics

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