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Total Number of Pages : 02

IMBA
16IMN502

5th Semester Regular Examination 2019-20
MARKETING MANAGEMENT-II

BRANCH : IMBA

Max Marks : 100

Time : 3 Hours

Q.CODE : HR178

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Only Short Answer Type Questions (Answer All-10) (2 x 10)

- a) What is Idea Generation?
- b) Why Brand is required?
- c) What is understood by Cost-Plus Pricing?
- d) What is a Trading Stamp?
- e) What is understood by a Level-I Channel?
- f) What is IMC?
- g) What is Scheming Pricing strategy?
- h) What is understood by Channel Conflict?
- i) How do you explain Brand Equity?
- j) What is understood by PLC?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- a) How do you explain Pricing Approaches?
- b) Exemplify and explain Direct Marketing.
- c) What is meant by B-2-B Marketing?
- d) What is understood by Analysis of Competitors' Pricing strategy?
- e) Explain Channel Functions.
- f) Explain with example Communication Mix.
- g) Why is setting Pricing Objectives peremptory? Explain.
- h) Explain the differing points between Sales Promotion and Advertising.
- i) Delineate Channel Design considerations and Decisions.
- j) Explain Brand Prism.
- k) Explain the New Product Development Process with rhyme and reason.
- l) Explain and analyze the e-Commerce marketing practices.

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Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** Laung-Elaichi is an upcoming restaurant intending to cater to the hungry, with variety-trying taste buds. it is mostly addressed with its offerings to the Yuppies. However, people of all ages are in their intended target market. The prices of the mouth savouring products are set moderately by Laung Elaichi. **(16)**
- What should the young MBA entrepreneur of Laung Elaichi keep in mind; and move ahead to make Laung Elaichi a successful marketing enterprise? 258
- Q4** a) Explain the role of Role of Product Life Cycle. **(8)**
- b) Where does Nano as a car stand in the PLC and why? **(8)**
- Q5** a) Distinguish between Product Line and Product Mix with example(s). **(8)**
- b) Explain the role of a Drug Store from the avbove points of view. **(8)**
- Q6** a) Is IMC more effective than Advertising? Explain with example(s). **(8)**
- b) Design an IMC strategy for a quick cooking noodles snack soon to be launched. **(8)**

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Registration No :

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IMBA
16IMN502

5th Semester Regular Examination 2018-19

MARKETING MANAGEMENT-II

BRANCH : IMBA

Time : 3 Hours

Max Marks : 100

Q.CODE : E130

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part - I

Q1 Short Answer Type Questions (Answer All-10) (2 x 10)

- What is Idea Generation?
- What is understood by Viral Marketing?
- What is understood by Personal Selling?
- What do you understand by Not-for-Profit Marketing?
- What is understood by Maturity Stage?
- What do you understand by "Pricing as the Traffic Bears?"
- What is meant by Brand Equity?
- What do you understand by Above the Line Media?
- What is a Shopping Good?
- What is Direct Marketing?

Part- II

Q2 Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- Distinguish between Advertising and Publicity with examples.
- Define Green Marketing and elucidate with applications.
- Distinguish between Scheming and Penetration pricing strategies with marketing situation analysis.
- Explain IMC and reason out why it should be applied?
- What factors affect channel choice? Justify your answer.
- Explain the Product Life Cycle. What relevance has it got in marketing applications?
- Explain Multilevel Marketing?
- Distinguish between Transaction Marketing and Relationship Marketing?
- Distinguish between Social and Societal Marketing with examples.
- Elucidate Media Planning and Media Selection issues.
- Why should there be Channel Relationship Management? Lay down its significance.
- What is the role of Packaging in marketing? Elaborate your answer.

Part-III

Long Answer Type Questions (Answer Any Two out of Four)

Q3 Explain the significance of Guerrilla Marketing? Why is it practiced? Answer with real life examples. **(16)**

Q4 How is a new product developed? Explain with a step-by-step approach. Use the example of an FMCD. **(16)**

Q5 How can a channel be designed where channel conflict is kept at the minimum? Exemplify your answer. **(16)**

Q6 a) Explain the concept of Branding with its significance. **(8)**
b) Explain the Brand Prism with an appropriate example. **(8)**