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Total Number of Pages: 01

IMBA
16IMN502

5th Sem Regular/Back Semester Examination 2021-22

MARKETING MANAGEMENT-II

Branch: IMBA

Time: 3 Hours

Max Marks: 100

Q Code : OF238

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)

(02×10)

- a) What is penetration pricing? (02)
- b) Differentiate between publicity and advertising. (02)
- c) What is AIDA concept? (02)
- d) Define Direct marketing with an example. (02)
- e) State the prime objectives of packaging. (02)
- f) Define Green Marketing concept. (02)
- g) Differentiate between brand loyalty and brand preference? (02)
- h) What do you understand by positioning of a brand? (02)
- i) State the components of product mix? (02)
- j) Why viral Marketing is gaining momentum in recent times? (02)

Part- II

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

(08×06)

- a) What is IMC approach? Elucidate the elements of promotion mix. (06)
- b) Enumerate the prime reasons for channel conflict. Suggest a few techniques for managing relationships in the channel. (06)
- c) "A brand name can make or break a company". Justify the statement with examples. (06)
- d) State the role of warehousing. Enumerate the type of warehousing. (06)
- e) Differentiate between transactional marketing and relationship marketing. (06)
- f) Differentiate between horizontal channel conflict and vertical channel conflict. (06)
- g) What are the emerging sales management trends and how are they affecting the role and functions of a salesperson? (06)
- h) Why labeling is required? Discuss the essential elements for good labeling. (06)
- i) Discuss the prime rationale behind any distribution strategy. (06)
- j) Describe a few recent and contemporary trends in selling. (06)
- k) Enumerate the steps in a personal selling process. (06)
- l) Describe the methods of handling customer objections during a selling process. (06)

Part-III

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

(02×16)

- Q3 Why is it said that pricing is the most complex component of the marketing mix? Describe the procedure for setting the price of a product or service (16)
- Q4 Discuss product life cycle, enumerating how the dynamics of marketing mix changes with the different stages of PLC. (16)
- Q5 Outline the various stages in a new product development process, by suggesting a flow chart diagram for the same. (16)
- Q6 Suggest a distribution strategy for a soft drink manufacturer, who wants to penetrate and flourish in Orissa market.. (16)