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Total No. of Pages : 01

Total No. of Questions : 08

MBA/MBA(IB) (Sem.-2)
MARKETING MANAGEMENT

Subject Code : MBA-203-18

M.Code : 76155

Date of Examination : 19-08-21

Time : 2 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. Attempt any FIVE question(s), each question carries 12 marks.

1. What are various factors in the marketing environment which must be kept in mind while designing marketing strategies? Elaborate with illustrations.
2. Explain the Marketing Information System and its various components with the help of relevant examples.
3. How pricing is handled in small and large-sized companies? Describe the factors to be considered in the price setting.
4. Explain the process of targeting in reference to the retail sector. How is it interrelated to segmentation?
5. Discuss the major benefits of CRM. How can it be used as a weapon in a modern marketing war?
6. Discuss in detail the emerging trends in marketing. How the Digital age influenced the various methods and strategies of marketing?
7. What is the Bottom of Pyramid Marketing? What are different distributions channels being adopted for Bottom of Pyramid Consumers?
8. Describe the institutional context of the BOP. What are various challenges associated with marketing for BOP consumers?

Note: Any student found attempting answer sheet from any other person(s), using incriminating material or involved in any wrong activity reported by evaluator shall be treated under UMC provisions.

Student found sharing the question paper(s)/answer sheet on digital media or with any other person or any organization/institution shall also be treated under UMC.

Any student found making any change/addition/modification in contents of scanned copy of answer sheet and original answer sheet, shall be covered under UMC provisions.