

**CDOE**  
**MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)**  
**M.B.A. Sem-II : WINTER :- 2021**  
**SUBJECT: MARKETING MANAGEMENT**

**Day : Monday**  
**Date 7/2/2022**

**W-22919-2021**

**Time : 02:00 PM-04:00 PM**  
**Max. Marks: 50**

**N.B.:**

- 1) Attempt any **THREE** questions from Section –I and any **TWO** questions from Section - II
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in the **SAME** answer book.

**SECTION-I**

- Q.1** Why is it necessary for a marketer to study consumer's behaviour? Illustrate (10)  
by citing suitable examples.
- Q.2** Explain, how does positioning and differentiation differ from each other? Give (10)  
suitable examples.
- Q.3** What are the different pricing strategies a marketer can use for determining the (10)  
price of a product? Give examples.
- Q.4** Write a detail note on new product development. (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) Marketing environment
  - b) Consumer buying decision making process
  - c) Channel conflicts
  - d) Public relations

**SECTION-II**

- Q.6** What is meant by segmentation targeting and positioning? Critically comment (10)  
on the STP of Maruti Suzuki.
- Q.7** Suggest a suitable distribution system for a company that deals in solar water (10)  
heaters. State your assumptions clearly.
- Q.8** As a Sales representative of renowned automobile brand, how will you deal (10)  
with the following objections?
- i) The price quoted is too high.
  - ii) I am happy with my exciting Vehicle.

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