

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

**Day :** Monday  
**Date :** 17-01-2022

**W-22778-2021**

**Time :** 10:00 AM-12:00 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** Write a detailed note on Direct Marketing. **(10)**
- Q.2** Illustrate the consumer buying decision making process in the context of buying a smartphone on an online platform. **(10)**
- Q.3** What meant by brand positioning? Explain the positioning strategies by giving suitable examples. **(10)**
- Q.4** How does the stages of product life cycle (PLC) influence the marketing mix decisions of a company? Explain by citing appropriate examples. **(10)**
- Q.5** Write short notes on any **TWO** of the following: **(10)**
- a) Sales promotion
  - b) Factors considered for selection of intermediaries
  - c) Marketing information system (MIS)
  - d) Core concepts of marketing

**SECTION-II**

- Q.6** Suggest a suitable distribution system for perishable products like 'Ice-cream' and Milk. **(10)**
- Q.7** What is meant by public relations? Design public strategies for a Fast Moving Consumer Goods Company (FMCG) that faced lot of difficulties caused by deficiencies in one of its products. **(10)**
- Q.8** As In-charge of Sales Operations of BSNL, you are required to prepare a sales promotional activities for increasing the sales of postpaid plans. **(10)**

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