

MBAC 2002

M.B.A. DEGREE EXAMINATION, JANUARY 2021.

Second Semester

General (Common)

MARKETING MANAGEMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. State the important features of marketing.
2. Distinguish between selling and marketing.
3. State the characteristics of product.
4. Define test marketing.
5. Write a short note on price stabilisation.
6. Explain the factors affecting pricing decision.
7. Bring out the roles and functions of channels of distribution.
8. Explain the advantages and disadvantages of sales promotion.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the various factors which affect consumer behaviour.
10. Discuss the various models of consumer behaviour.
11. Explain the various process of new product development.
12. Explain the various methods of pricing.
13. What is wholesaling? State the types of wholesalers?
14. Explain the classification of retailers.
15. Bring out the important purposes of advertising.
16. Discuss the various sales promotion techniques used by companies.

PART C — (1 × 20 = 20 marks)

Answer the following questions

17. CASE STUDY:

Prestige Chemical Pvt.Ltd., a medium size company situated at Baroda (Gujarat), as recently

developed new premium quality soap with brand name GLORY. Now product is ready to be launched in the some part of Gujarat. Company has decided to advertise the product in leading newspapers to inform customers about product. Market seems limited. It is assumed that company has to convince price-sensitive customers of this region in a competitive situation. Mr. Khanna the marketing manager wants to set price for the introductory stage. He requests you to help him in this regard. He needs your expert comment on following issues. Can you help him?

- (a) Which factors should he take into account while setting price for GLORY brand product?
- (b) Which are the possible pricing methods for setting price of the product?
- (c) Would you advise him to offer cash discount and trade discount? Why?
- (d) Suggest the appropriate pricing strategies for the introductory stage.