

Code No: 782AB

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA II Semester Examinations, August / September - 2023

MARKETING MANAGEMENT

Time: 3 Hours

Max.Marks:60

**Note:** This question paper contains two parts A and B. i) **Part- A** for 10 marks, ii) **Part - B** for 50 marks.

- Part-A is a compulsory question which consists of ten sub-questions from all units carrying equal marks.
- Part-B consists of **ten questions** (numbered from 2 to 11) **carrying 10 marks each**. From each unit, there are two questions and the student should answer one of them. Hence, the student should answer any five questions from Part-B.

**PART- A****(10 Marks)**

- 1.a) What is meant by Marketing Environment? [1]
- b) Define International Market Research. [1]
- c) What is meant by Product Line? [1]
- d) What do you mean by Branding? [1]
- e) What is the purpose of Market Segmentation? [1]
- f) What is the objective of the Targeting? [1]
- g) Define the concept of Personal Selling. [1]
- h) What is meant by Industrial Products? [1]
- i) Identify the challenges in Green Marketing. [1]
- j) How does word of mouth affect Marketing success? [1]

**PART-B****(50 Marks)**

- 2.a) What is meant by Marketing and explain the importance and scope of Marketing? [6+4]
- b) Brief on Marketing Information System. [6+4]

**OR**

- 3.a) Explain about various steps in the Marketing Research process with some latest examples? [6+4]
- b) Describe the new Marketing realities in the modern era. [6+4]

- 4.a) What is meant by new Product Development and discuss various steps involved in new Product Development Process? [6+4]
- b) Discuss the branding process for a FMCG product. [6+4]

**OR**

- 5.a) What is Product Mix and discuss elements of Product Mix with some suitable examples? [5+5]
- b) Describe the stages of Service Innovation Development. [5+5]

- 6.a) What is Market Positioning and explain about different types of Positioning Strategies? [5+5]
- b) How do you select a market for an Educational Software? [5+5]

**OR**

- 7.a) What is Market Segmentation and explain about various types of Market Segmentation with examples? [6+4]
- b) Brief on Repositioning Strategies. [6+4]

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- 8.a) What is Advertising and discuss the objectives and importance of Advertising?  
b) Discuss different channels for Consumer Products. [5+5]

**OR**

- 9.a) Explain in detail about various Sales Promotion techniques and discuss benefits of Sales Promotion?  
b) Discuss the Marketing Communication Process with an illustration. [5+5]

- 10.a) What is Rural Marketing and explain the importance and challenges in Rural Marketing?  
b) Brief on Ethics of Pricing. [6+4]

**OR**

- 11.a) What is Digital Marketing and discuss about various types of digital Marketing Channels with examples?  
b) Examine different Rural Marketing Strategies. [5+5]

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