

Code No: 762AB

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA II Semester Examinations, February/March - 2024

MARKETING MANAGEMENT

Time: 3 Hours

Max.Marks:75

- Note:** i) Question paper consists of Part A, Part B.  
 ii) Part A is compulsory, which carries 25 marks. In Part A, Answer all questions.  
 iii) In Part B, Answer any one question from each unit. Each question carries 10 marks and may have a, b as sub questions.

**PART - A****(25 Marks)**

- 1.a) Define marketing and its scope. [5]
- b) Briefly discuss the product levels with examples. [5]
- c) What is market targeting? [5]
- d) Write type of channels for business and industrial products. [5]
- e) Briefly discuss the importance of price in positioning a product. [5]

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

2. Elaborate on the various steps of marketing research process and brief on ethics in marketing research. [10]

**OR**

3. What is meant by a market place? Briefly discuss the internal and external forces of marketing environment. [10]

- 4.a) Discuss in details the various steps in consumer decision making with suitable examples.
- b) Describe the methods for building customer value. [5+5]

**OR**

- 5.a) What is product classification? Explain the concepts of product line and product mix with suitable examples.

- b) Brief on product life cycle. [5+5]

6. Explain in detail the bases of segmenting a consumer market and discuss the strategies for targeting, positioning with suitable example. [10]

**OR**

- 7.a) Discuss the methods to segment a business market. What are the criteria to evaluate market segments?

- b) Describe the product positioning strategies in brief. [5+5]

8. What is meant by a marketing channel? Elaborate on the channel intermediaries and their functions with a real-world case example. [10]

**OR**

- 9.a) Differentiate between the marketing channels for consumer products and Industrial products.

- b) Describe the promotional mix elements in brief. [5+5]

QA QA QA QA QA QA QA G

10.a) What is profit maximization pricing? Discuss the cost determinants of price.

b) Explain the ethics of pricing strategy.

[5+5]

QA QA QA QA **OR** QA QA QA QA G

11.a) What is meant by bottom of the pyramid marketing? Explain product line pricing.

b) Describe the terms global marketing and green marketing.

[5+5]

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QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA G