

Code No: 782AB**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA II Semester Examinations, February/March - 2024****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**. Each of these questions is from each unit and may contain sub-questions. For each question there will be an “either” “or” choice, which means that there will be two questions from each unit and the student should answer either of the two questions.

PART- A**(10 Marks)**

- 1.a) List out the scope of Marketing? [1]
- b) Explain the concept of selling? [1]
- c) Give the meaning of Branding? [1]
- d) Write any suitable example for Product line? [1]
- e) What is the meaning of Marketing Targeting? [1]
- f) List the different strategies used in market positioning. [1]
- g) Name three key functions of marketing channels. [1]
- h) Give any suitable examples for personal selling? [1]
- i) Define Markup Pricing? [1]
- j) What do you mean by social media marketing? [1]

PART-B**(50 Marks)**

2. Explain the different factors that effecting the marketing environment with suitable examples from the recent aspects of the society and describe the core concepts of marketing. [10]

OR

3. Define Market research and discuss different steps involved in the market research process with its advantages and brief on ethics in marketing. [10]

- 4.a) Propose methods for extending the life cycle of a product that is approaching the decline stage?

- b) Explain different steps involved in new product development with suitable examples? [5+5]

OR

- 5.a) Discuss the different stages involved in service innovation development?

- b) Demonstrate suitable examples of social and personal factors for understanding the consumer behavior. [5+5]

6. Explain different strategies to select target market segmentation of consumer markets and describe the factors in selecting target market segmentation. [10]

OR

QA QA QA QA QA QA QA G

7. Describe the terms segmentation, targeting, positioning and create a market positioning plan for a new product entering a competitive market with suitable examples? [10]

QA QA QA QA QA QA QA G

8.a) Design a distribution channel strategy for a new product launch in the consumer electronics industry.
b) Illustrate the importance of different Channel for Consumer, Business and Industrial products with suitable examples. [5+5]

OR

9.a) What do you mean by marketing structure and explain different types of marketing structure with suitable examples?

QA QA QA QA QA QA QA G

b) Explain different factors affecting the promotion mix with its advantages and disadvantages? [5+5]

10.a) Discuss different strategies to implement break-even pricing in the organisation?

b) Identify and discuss the recent trends used in the digital marketing with suitable examples? [5+5]

OR

QA QA QA QA QA QA QA G

11. Explain the following concepts in brief :

a) Mobile Marketing.

b) Retail Marketing.

c) Green Marketing.

[3+4+3]

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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