

Code No: 782AB

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA II Semester Examinations, February/March - 2025

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)**

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|------|--|-----|
| 1.a) | Define marketing analytics. | [1] |
| b) | What is marketing space? | [1] |
| c) | What is customer value? | [1] |
| d) | Explain product line extension. | [1] |
| e) | What is concentrated marketing? | [1] |
| f) | Define motivational research. | [1] |
| g) | What is Zero level channel? | [1] |
| h) | Define reach, frequency and impact. | [1] |
| i) | Give examples of product line pricing. | [1] |
| j) | What is the skimming strategy? | [1] |

PART – B**(50 Marks)**

2. What is marketing concept? Explain how the adoption of marketing concept helps the customer organization and the society. [10]
- OR**
3. What is the role of management information system in an organization? Explain how marketing intelligence system operates in an enterprise. [10]
- 4.a) Briefly discuss the various factors that influence consumer buyer behaviour.
- b) Explain the terms product mix width, length and depth with examples. [5+5]
- OR**
5. Explain the various strategies followed by the marketers in the different stages of product life cycle. [10]
- 6.a) How are the following brands positioned in the market?
i) Flipkart ii) Mountain Dew
- b) How do you segment the market for the following products / services?
i) Hospital ii) Credit card iii) Magazine. [5+5]

QA QA QA QA QA QA QA G

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

- 7.a) Briefly discuss the various bases used for segmentation.
b) Discuss the various factors used for evaluation of segments before selection of the target segment. [5+5]

- 8.a) Discuss the various factors that influence the selection of distribution channels.
b) What is channel conflict? How do marketers manage channel conflict? [5+5]

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

- 9.a) Briefly explain the components of a communication process.
b) Discuss the various consumer promotional tools used by marketers. [5+5]

10. Discuss the importance of Customer Relationship Management (CRM) and the various levels of relationship strategies used by organizations. [10]

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

- 11.a) Briefly discuss the various cost based pricing strategies used by marketers.
b) Describe the green marketing strategies in Indian firms. [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