

X-26/2061

**M.B.A. (CC) Second Semester
203- Marketing Management**

3073/ML

Time: 3 Hrs.

MM-70
Time-3 hour

Note- Attempt five questions in all, selecting not more than two questions from each Group. All questions carry equal marks.

Group-I

1. What do you mean by marketing management? What are its objectives? Examine the nature and scope of marketing management.
2. What do you mean by environment scanning? What is its significance in marketing management? Explain the approach you would follow for environment scanning.
3. What do you mean by strategic planning in marketing management? What are the steps in strategic planning marketing management?

Group-II

4. What do you mean by consumer buying behavior? What are the different factors influencing consumer buying behavior?
5. What do you mean by product life cycle analysis? Examine the significance of product life cycle analysis in marketing management.
6. What are the objectives of market segmentation? Explain the different criteria for market segmentation.

Group-III

7. What do you mean by advertising? Explain the different modes of advertising? How would you select an appropriate mode of advertising?
8. What are the different channels of distribution? What are their strengths and weaknesses? How would you select an appropriate channel of distribution?
9. What do you mean by green marketing? What are its salient features? What are the issues and challenges in green marketing?