

**2008 PUNJAB TECHNICAL UNIVERSITY M.B.A**

MBA/PGDBM (204) (S05) (Old) (Sem. - 2nd)  
**MARKETING MANAGEMENT**

Time: 03 Hours  
Marks: 75

**Instruction to Candidates:**

- 1) Section - A is Compulsory. (2 marks)**
- 2) Attempt any Nine questions from Section - B. (5 marks)**

**Section - A**

Q1}

- a) Examine the applicability of marketing concept to the Indian Economy
- b) What is the difference between strategic planning and functional planning?
- c) What are the essentials of a typical marketing plan?
- d) How do you design a ground structure of marketing organization?
- e) Describe the role of consumer in marketing.
- f) Is there any difference between market segment and target market.
- g) What are the major challenges during the introductory stage of PLC?
- h) What should marketers know about package labeling?
- i) What is the role of administered prices in India?
- j) Differentiate between variable price policy and non-variable price policy.
- k) What are the important functions of a retailer?
- l) Suggest various alternative channels of distribution for a small firm that has developed a radically new harvesting machine.
- m) What promotional strategy should be used by marketers of 'bathroom fittings'.
- n) Why is advertising considered as sheer wastage?
- o) What are the qualities of successful salesmen.

**Section - B**

Q2) How has the changing role of women affected the marketers of foodstuffs in India? Explain with examples. I

Q3) . "Marketing information has become a critical element in effective marketing" Discuss.

Q4)Discuss the relevance of psychological determinants of consumer behavior in marketing decision making.

Q5) "Planning and control are the 'Siamese twins' of marketing management. Do you agree? Elaborate.

Q6)Why is product differentiation necessary? How may it meet the requirements of different target markets?

Q7) "The advantages of using a-family brand clearly outweigh those of individual brands on different products". Elucidate.

Q8)Do you agree with the statement that consumer's adoption to particular product is a complex process. Elaborate.

Q9) Describe the cost-based method of price determination and outline its strengths and limitations.

Q10) What is meant by channel conflict? Why do channel conflicts take place in organisations?

Q11) "Managing physical distribution involves balancing distribution costs against acceptable level of consumer services and satisfaction". Explain.

Q12)What is sales promotion?How sales promotion can used to be useful supportive promotion method?Discuss

Q13)Explain the importance of salesmen training to the firm and customers.