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**MBAH 452**

**II Semester M.B.A. Degree Examination, May/June 2019**

**BUSINESS ADMINISTRATION**

**Marketing Management**

Time : 3 Hours]

[Max. Marks : 70

**Instructions :** Answer the question in all Sections.

SECTION – A

Sri Dharmasthala Manjunatheshwara  
College of Business Management, Mangalore  
Post Graduate Centre for Management  
Studies and Research Library

(Compulsory)

Answer to each question should not exceed **6** pages. **(1 × 15 = 15)**

1. Marketing Management at times also called as Demand Management. Explain the statement with the help of various types of demand conditions and resulting marketing practices to manage those demand.

SECTION – B

Answer **any five** questions. Each question carries **8** marks. Answer to each question should not exceed **4** pages. **(5 × 8 = 40)**

2. Explain the micro and macro environmental factors which impact Cell Phone Marketing in India.
3. What are the advantages and disadvantages of Product Specialisation and Market Specialisation as target market strategies?
4. Explain, how personal factors influence consumer buying decision. Give suitable examples.
5. Explain the various meaning a brand can convey in consumer market.
6. Why pricing is considered to be a strategic and critical decision in consumer products pricing?
7. What are the challenges in integrating traditional and social media of marketing communications?



8. Explain how marketing mix of a product in Rural and Urban markets are modified.
9. Why Green marketing is getting more importance in today's marketing management and what are the ways in which a firm practices it?

SECTION - C

(Compulsory)

Answer to the questions should not exceed **6** pages. **(1 × 15 = 15)**

10. Consider any four consumer products of your choice for each stages of PLC and critically examine the Marketing Mix Strategies used by the marketers.