

**Second Semester M.B.A. Degree Examination, Nov/Dec 2024**  
**BUSINESS ADMINISTRATION**  
**MBAH 452: Marketing Management**

Time : 3 Hours

Max. Marks: 70

**SECTION- A**  
(Compulsory)

**Sri Dharmapalan Mahalinga Swamiji  
College of Business Management, Mangalore  
Post Graduate Centre for Management  
Studies and Research Library**

**Note:** Answer to the question should **not** exceed **six** pages. (1\*15=15)

1. What is marketing management? Explain the modern concepts of Marketing.

**SECTION – B**

**Note:** Answer **any five** of the following questions. **Each** question carries **8** marks.

Answer to the question should **not** exceed **five** pages. (5\*8=40)

2. Highlight marketing mix strategies at various stages of product life cycle.
3. What is product mix? Explain major product line decisions.
4. Explain the various factors that affect the pricing decisions.
5. Explain the communication process. Describe the various elements of the promotion mix, with examples.
6. Explain the stages in consumer buying decision process
7. Discuss the various product differentiation strategies used by companies.
8. What is the role of marketing channels? Explain the market logistics decisions.

**SECTION – C**  
(Compulsory)

(1\*15=15)

**Note:** Answer to the question should not exceed **six** pages.

9. Case Study:

A Japanese mobile handset manufacturing company plans to enter Indian markets. The company has variety of handsets of various price ranges and features. It has desired your services as a marketing consultant. It needs your advice on which market segments it should target.

Questions:

- a) Recommend suitable bases of market segmentation of Indian markets for mobile handsets.
- b) What promotional tools you would recommend to the Japanese company for Indian markets for its mobile handsets?

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