

**M.B.A. (Semester—II) Examination**  
**MARKETING MANAGEMENT**  
**Paper—MBA/205**

Time : Three Hours]

[Maximum Marks : 70

**N.B. :—** (1) Attempt ALL questions.

(2) Figures to the right indicate marks.

**SECTION—A**

1. (a) What do you mean by marketing management ? Discuss in detail customer orientation system approach and goal orientation of marketing. 14

**OR**

- (b) "Marketing is managing profitable customer relationship". Justify the statement by considering nature and scope of marketing management in Global competition. 14

**SECTION—B**

2. (a) What are the comparative features of targeting and positioning ? 7  
(b) ABC Corporation, a reputed grocery store decided to expand the business to Northern India. You are required to prepare the marketing plan for the said region. Prepare the checklist for preparing a marketing plan for ABC Corporation. 7

**OR**

- (c) Define market segmentation. Explain in brief customer and product based segmentation. 7  
(d) Navneet India Ltd., is a well recognised company in stationery products. The company recently launched new product line for students residing in rural region. Explain the process of STP marketing for its newly launched products. 7  
3. (a) 'Product Life Cycle' concept is applicable to retailing. Do you agree ? Justify. 7  
(b) Comment on the stage of PLC of the following brands :  
(i) Maza (cold drink)  
(ii) Sport Utility Vehicles (SUV) in India. 7

**OR**

- (c) Discuss the process of New Product Development. 7  
(d) Suggest suitable pricing strategies for the following product :  
Electrical lights (LED). 7

**SECTION—C**

4. (a) In the context of channel of distribution, discuss the role of retailer. 7  
(b) Discuss different channel levels with suitable example. 7

**OR**

- (c) Explain the significance of Physical Distribution in marketing. 7
- (d) Discuss the recent trends in retailing and wholesaling. 7

**SECTION—D**

5. When Titan Industries expanded from the watch market in April 95, where its Titan Watches brand had been extremely successful into designer jewellery with its Tanishq brand of watches, the company was obviously trying to appeal to the buying power of the superrich. To begin with Tanishq offered 18 Carat jewellery to consumers who have traditionally purchased Yellow-22 Carat gold. Also the European designers did not go down well with consumers who preferred chunky traditional jewellery. More important, however not only was branded jewellery a super premium product at a price level that was 20% higher than that of jewellery, but despite its avowed attempt to provide an exclusive product, the company used newspaper for its advertising and built a retailing system different from that of Titan. Repelled by the easy availability and lack of exclusivity, the superrich responded lukewarmly to the product forcing a pricing and positioning rethink two years later.
- (a) Suggest a communication program that will appeal to the target market in the case. 7
  - (b) Why marketing research becomes significant in the above case ? Justify and suggest suitable research tools for the said research. 7