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M.B.A. (Semester - II)

NOV 2010

**(201): MARKETING MANAGEMENT
(2008 Pattern)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Question 1 is compulsory.
- 2) Answer any four among the remaining questions.
- 3) All questions carry equal marks

Q1) Design marketing mix for following products.

- a) Yo Bike.
- b) Water purifier without electricity.

Q2) What is product life cycle? Explain various strategies to be adopted at each stage.**Q3)** Define Packaging. Explain its importance, comment on the new trends in packaging by giving suitable examples.**Q4)** "Physical Distribution" is a network of blood vessels which is necessary for existence of an organization". Critically analyse the statement.**Q5)** Define 'Sales Promotion'. Explain various techniques of sales promotion & its importance.**Q6)** Discuss the different pricing strategies. Give factors affecting pricing decisions.**Q7)** Write short notes (Any two) :

- a) Port folio analysis.
- b) Extended P's of marketing.
- c) Direct marketing.
- d) Wholesellers.

