

Total No. of Questions : 7]

[Total No. of Pages : 1

P586

[3775] - 201

M.B.A.

April 2010

(201) MARKETING MANAGEMENT**(2008 Pattern) (Sem. - II)***Time : 3 Hours]**[Max. Marks : 70***Instructions:**

- 1) *Question No. 1 is compulsory.*
- 2) *Attempt any FOUR questions out of remaining.*
- 3) *All questions carry equal marks.*

Q1) Nirmal Food Processing (P) Ltd. is a leading and successful company in various processed food products. It acquired a sick unit of packaged drinking water manufacturer. Design a promotion mix for this newly acquired brand of packaged drinking water.

Q2) Pricing is the most important P among all P's - Discuss.

Q3) "Physical distribution is the backbone of any business." - Explain with examples.

www.sppuonline.com

Q4) Explain the extended P's of marketing with relevant examples.

Q5) Define branding. State its purpose and significance.

Q6) Discuss the Product Life Cycle (PLC) and explain with examples, how a product is managed in different stages of PLC.

Q7) Write short notes (any two):

- a) Test marketing of a new product.
- b) Wholesaling.
- c) New trends in packaging.
- d) Portfolio analysis.

