

1M6106

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M.B.A. I Semester (Main/Back) Examination, January - 2012

M - 106 Marketing Management

Time : 3 Hours

Maximum Marks : 70

Min. Passing Marks : 28

Instructions to Candidates:

1. The question paper is divided into *two* sections A and B
2. Section A contains 6 questions. Out of which the candidate is required to attempt any 4 questions. Section B contains 1 question which is *compulsory*.
3. All questions carry *equal* marks.

Section - A

1. a) "Consumer is King" Comment on the statement in the light of marketing concept. (7)
b) Explain rural marketing in India. What are the main features of rural markets in India? (7)
2. Explain the concept of Product Life Cycle (PLC). Taking example of any consumer product, discuss how the marketing mix strategy would vary during different stages of the PLC. (14)
3. What do you mean by channels of distribution? Explain the various kinds of channels of distribution. Explain their functions. (14)
4. Imagine you are the manager of a car dealership selling a reputed brand, which is being established in a district headquarter with a population of approx 5,00,000. What type of market research data and information would help you to compete more effectively? (14)
5. What do you mean by Market Segmentation? What criteria or bases are used for segmenting a market? Explain with suitable example. (14)
6. a) "The money spent on advertising is an investment and is not wasteful". Do you agree? Give reasons for your answer. (7)
b) How is the consumer behaviour directed toward's satisfying basic needs? In this connection mention Maslow's classification of basic needs. (7)

Section - B

7. Read the case carefully and attempt the following question :

According to Management Guru Peter Drucker, "There will **always**, one can assume, be need for some selling. But the aim of marketing is to **make selling superfluous**. The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself. Ideally, **marketing should result in a customer who is ready to buy**. All that should be needed then is to make the product or service available."

Even if Drucker is right in claiming that the aim of marketing is to make selling superfluous, what are the practical problems associated with 'Knowing and understanding' the customer so well that the product or service sell itself? (14)

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