BA 172106

Roll No. of candidate		PINA	HOWEHURN CTUST LIDIKAKY (C.I.M. & ESC.) Azara: Halkhuwai ara,
	157372021		Guwahati -781017

M.B.A. 1st Semester End-Term Examination

MARKETING MANAGEMENT - I

(New Regulations and New Syllabus) (W.e.f 2017-2018)

Full Marks - 70

Time - Three hours

The figures in the margin indicate full marks for the questions.

Answer question No. 1 and any four from the rest.

1. Ans	wer the following: $(10 \times 1 = 10)$	
(i)	The concept holds that consumers will prefer products that are widely available and inexpensive.	
(ii)	marketing aims to build mutually satisfying long term relationships with key constituents in order to earn and retain their business.	
(iii)	is the study of how individuals, groups, and organizations select, buy, use and dispose of goods, services, ideas or experiences to satisfy their needs and wants.	
(iv)	In segmentation buyers are divided into different groups on the basis of psychological/personality traits, lifestyle or values.	
(v)	A level channel consists of a manufacturer selling directly to the final customer.	
(vi)	includes all the activities in selling goods or services directly to final consumers for personal, non-business use.	
(vii)	In pricing, the firm determines the price that would yield its target rate of ROI.	
(viii	occupy a distinctive place in the minds of the target market.	

	(ix)	is the process by which we select, organize and interpret information inputs to create a meaningful picture of the world.
	(x)	groups are those whose values or behavior an individual rejects.
2.	(a)	Define Marketing Environment. Explain the components of Marketing Environment? (1+7=8)
	(b)	Discuss briefly the various philosophies of marketing? (7)
3.	(a)	Explain the key factors that influence consumer behavior? (10)
	(b)	'Marketing is both art and science' – Explain the statement with the help of an example? (5)
4.	(a)	Explain briefly the bases of segmenting consumer market? (8)
	(b)	Define positioning? Take any product and explain its point-of-parity and point-of- difference? (7)
5.	(a)	Discuss the various stages in the PLC (Product Life Cycle) and also explain the marketing strategies applied in each stage of PLC? (10)
	(b)	What are the different levels a product can attain? (5)
6.	(a)	Explain briefly the various pricing methods? (7)
	(b)	'Consumers today can shop for goods and services at store retailers, non- store retailers, and retail organizations'- Elaborate briefly each type of retailer? (8)
7.	Wri	te short notes on (any three): BINA CHOWDHUR ($3 \times 5 = 15$)
	(a)	Green Marketing Azara, Hatkitowapina, Guwahati -791017
	(b)	Wholesaling
	(c)	Difference between selling and marketing
	(d)	New Product Development.