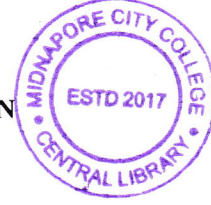


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MBA Semester- II Examination, 2025
MASTER OF BUSINESS ADMINISTRATION
PAPER: MBA 202
(MARKETING MANAGEMENT)



Full Marks: 80

Time: 3 Hours

The figures in the right-hand margin indicate full marks.
Candidates are required to give their answers in their own words as far as practicable.

Group-A

Answer any **EIGHT** of the following questions:

5×8=40

1. Distinguish between marketing and selling concept with examples.
2. "Apart from the fundamental function of protection, packaging plays an important role in rural market for both marketers as well as consumers"- Illustrate your answer with example.
3. "Some of the business forces are controllable whereas the others are beyond the control of a firm" – Discuss briefly any one uncontrollable factor which influence business.
4. What do you mean by marketing mix? Explain giving suitable example.
5. What is zero level channel? State the advantages of it in marketing. 2+3
6. "Conflict is a common phenomenon in human life and it is also happened in the distribution channel"- As a marketing expert advise the top-level management how to solve the channel conflicts?
7. State the salient features of service with suitable examples.
8. "Money spent on advertising is a waste." How far do you agree with this statement?
9. As a marketer what would you do when product is reaching towards the decline stage? Justify your answer.
10. Write a short note on 'Environmental Scanning'.
11. Discuss the stages of product life cycle.
12. Write a short note on 'Psychological pricing'.

P.T.O

Group-BAnswer any **FOUR** of the following questions:**10×4=40**

13. What do you mean by the term 'New Product'? Explain the process of new product development. 3+7
14. Discuss the main objectives of sales promotion. Explain some of the sales promotion methods which can be used by a carbonated soft drink marketer for west Bengal. 5+5
15. Define segmentation. Discuss geographic and demographic bases of segmentation with suitable example. 2+4+4
16. What is online marketing and how does it differ from traditional marketing? What are common challenges facing by the in online marketers in their area? 2+3+5
17. Why is it crucial for a marketer to understand consumer behaviour? Describe various stages of consumer buying decision process. 5+5
18. What do you mean by global marketing? Why do organizations go global? 3+7

