

25 (2) MKMN 201

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MARKETING MANAGEMENT

Paper : 201

(Old Syllabus)

Full Marks : 70

Time : 3 hours

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

Answer any **five** questions

1. (a) Discuss the concept of cause-related marketing. Cite examples. 7
- (b) Explain briefly the basic concepts of holistic marketing. 7
2. (a) In what ways are cultural values changing? How are marketers responding to these changes? 6
- (b) "Choosing a segmentation variable is a critical step in targeting the markets." Identify two major categories of variables and explain how these have been used to segment consumer markets. 8

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(Turn Over)

(2)

3. (a) What is brand equity? Identify and explain the major elements of brand equity. 6
- (b) Suppose the wooden furniture is in the declining stage of product life cycle (PLC), what could be the stage of steel furniture, moulded furniture and cane furniture? What sort of pricing, packaging, promotion and placement is desirable for the identified stages of PLC for each of the furniture types? 8
4. (a) Take any FMCG product and examine how it had made successful brand extensions. Why do marketers rely on brand extensions rather than giving individual brand names? 7
- (b) Why are marketers employing more than one marketing channel to reach the target market? 7
5. (a) Explain briefly the different elements of a promotion-mix available to the marketers. 8
- (b) Devise promotional programme for any one product by clearly stating the promotional objectives : 6
- (i) Professional camera to be launched by a new company
- (ii) Men's cologne to be launched as brand extension by a cosmetic manufacturer

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(Continued)

(3)

6. (a) Discuss briefly the different factors affecting pricing objectives. 6
- (b) Define the terms : Every low prices, perceived value pricing and promotional pricing. 8
7. (a) Explain the advantages of vertical marketing systems over the conventional systems. 7
- (b) With suitable example, discuss the process of new product development. 7

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