

(Please write your Exam Roll No.)

Exam Roll No.

END TERM EXAMINATION

THIRD SEMESTER [LLB] JANUARY 2024

Paper Code: BBALLB-217

Subject: Marketing Management

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 Define marketing with example. Explain Marketing philosophies in detail.
- Q2 a) Write detail note on Product Life Cycle
b) How pricing strategies impact consumer to buy more or less. Explain type of pricing strategies.
- Q3 Assess the role of new technology for marketing theory and practice. Use examples where necessary to justify your arguments.
- Q4 An internationally renowned clothing retailer is still focusing on mass advertising and mass communication. Discuss why they should adopt integrated marketing Communications (IMC) to enhance success in the market place.
- Q5 What are the ways in which environment analysis helps marketing? 'Mobile becomes the technology-platform for several services'. Take one particular service where mobile has become the technology-platform and elaborate.
- Q6 a) State two important variables used in demographic segmentation and explain how the segmentation is carried out, citing examples.
b) Describe how titan watches segmented the market for watches with value orientation and carved out many distinct segments.
- Q7 If Tata Motors were to reinvent the business model of Nano, what could be the contours of the new model? Discuss.
- Q8 Write Notes On:
a) Ethics in Marketing
b) Digital Marketing
c) Green Marketing



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END TERM EXAMINATION

FOURTH SEMESTER [LLB] MAY-JUNE-2015

Paper Code: BBALB220

Subject: Marketing Management

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 Explain the concept of marketing mix? Is Marketing is different from selling? Illustrate. (15)
- Q2 Specify and explain the macro-environment forces affecting marketing program of:- (15)
(a) Samsung in Mobile Phones.
(b) Tata Motors
- Q3 Why is it essential for a marketer to understand consumer behavior? What are reference groups? How does it affect a person's buying behavior? (15)
- Q4 Define PLC? If a product is in Maturity stage what strategies should be adopted by the firm? (15)
- Q5 Briefly explain the factors that influence the choice of a distribution channel. Illustrate your answer with suitable examples. (15)
- Q6 What are the factors that affect the pricing decision of the firms? Give examples. (15)
- Q7 What are the emerging trends and issue in marketing? Give suitable examples. (15)
- Q8 Write short notes on any two of the following:- (7.5x2=15)
(a) Market segmentation
(b) Product life cycle
(c) Rural marketing
(d) Green marketing
(e) Sales promotion

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SECOND SEMESTER [LLB] MAY - JUNE 2017

Paper Code: BBALLB-118

Subject: Marketing Management

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions including Q no.1 which is compulsory.

- Q1 Attempt any five of the following:- (5x3=15)
- Explain the societal marketing concept and give two examples of firms that are adopting this concept.
 - How is the macro environment of a firm different from its microenvironment? Explain and list any three forces in the macro environment.
 - Briefly explain the different layers of a product using a suitable example.
 - Distinguish between concept testing and test marketing stages of the new product development process.
 - Briefly explain as to when a marketer would use intensive, selective and exclusive distribution strategies?
 - Distinguish between advertising and personal selling and explain the types of products for which each would be more suitable.
- Q2 A bicycle manufacturer producing a range of bicycles has asked you to segment the market for bicycles in India. Use at least three bases for segmentation and then briefly recommend a targeting and positioning strategy for any one attractive segment. (15)
- Q3 Explain the different stages of the typical Product Life Cycle giving an example of at least one product currently from each stage. (15)
- Q4 Distinguish between market skimming pricing and market penetration pricing strategies and explain the conditions under which each would be appropriate. (15)
- Q5 Explain the various functions performed by intermediaries in the distribution channel. Can we eliminate these middlemen? (15)
- Q6 Discuss the benefits and limitations of sale promotion tools and describe any three promotional tools aimed at consumers. (15)
- Q7 Explain any three characteristics of rural markets in India that pose a challenge for marketers and recommend strategies that can be used to overcome these challenges. (15)
- Q8 Write notes on the following:- (7.5x2=13.5)
- Advantages of green marketing for business firms.
 - Social marketing.

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END TERM EXAMINATION

SECOND SEMESTER [LLB(H)] APRIL-MAY 2019

Paper Code: BBALLB-118

Subject: Marketing Management

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five question in all including Question No. 1 which is compulsory.

- Q1 Attempt **any three** of the following: (3x5=15)
- (a) Identify any three current trends in the socio-cultural environment in India that are relevant to marketing strategies of firms.
 - (b) How is the organizational buying process likely to differ between situations of straight rebuys and new task buying.
 - (c) Distinguish between the basic, expected and augmented product.
 - (d) Describe any three important functions performed by middlemen.
 - (e) Explain the benefits of sales promotion and give three examples of sales promotions aimed at consumers.
 - (f) Describe three examples of strategies used by marketers in India to overcome distribution challenges in rural markets.
- Q2 Explain in detail the characteristics of firms which have adopted the marketing concept. Also, briefly explain the reasons which prompt firms to embrace this philosophy. (15)
- Q3 Suggest guidelines for effective positioning of a product. Give examples of two brands from the same product category which have very different but, nevertheless, effective positioning. (15)
- Q4 (a) Using suitable examples, explain the terms 'product mix width', 'product line length', 'product mix consistency' and line stretching'.
(b) Describe the firm's typical objectives and marketing mix strategies during the growth stage of the product life-cycle. (7.5x2=15)
- Q5 Discuss the advantages and limitations of the three basic approaches to setting prices and explain if it is usually possible for firms to adopt one pricing approach and ignore the others. (15)
- Q6 Explain the set of factors that marketers must consider when choosing between advertising and personal selling for use as promotional tools. (15)
- Q7 (a) Discuss the various parameters on which the performance of channel members can be evaluated.
(b) Describe the application of marketing tools to social marketing using the example of a specific social marketing campaign to illustrate your answer. (7.5x2=15)
- Q8 Write short notes on **any two**: (7.5x2=15)
- (a) Motivations for adoption of green marketing by firms.
 - (b) Marketing Ethics
 - (c) Social media marketing

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SUPPLEMENTARY EXAMINATION

FOURTH SEMESTER [LLB] SEPTEMBER-OCTOBER 2014

per Code: BBALLB-220

Subject: Marketing Management

ne : 3 Hours

Maximum Marks :75

ote: Attempt any five questions including Q no.1 of Part A which is compulsory. Select any four questions from Part B.

PART-A

Explain the following :-

(5x5=25)

- Various utilities that marketing helps to create.
- How do business markets differ from consumer markets?
- Benefits of branding:
- Functions of Channel Intermediaries.
- Drivers of Green Marketing.

PART-B

- Explain the steps in the marketing management process using the example of a company marketing household durable products. (12.5)
- "A products is a complex entity consisting of a number of overlapping layers": Elaborate using suitable examples. (12.5)
- Discuss various pricing approaches that markets can choose from. (12.5)
- Is advertising a waste of consumers money? (6)
 - Briefly describe the various types of sales promotions. (6.5)
- Describe the various tasks involved in the management of channel intermediaries. (12.5)
- Do marketing strategies need to be modified for rural markets? Why or why not? (12.5)
- Write short notes on any two: (6.25x2=12.5)
 - Maturity stage of the Product life cycle.
 - Personal Selling.
 - Social Marketing.

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END TERM EXAMINATION

SECOND SEMESTER [LLB] NOVEMBER-2020

Paper Code: BBALLB-118

Subject: Marketing Management

[2014 BATCH ONWARDS]

Time: 2 Hours

Maximum Marks: 75

Note: Attempt any three questions.

- Q1 How does a firm guided by the marketing orientation concept differ in approach from one using a sales-oriented approach? Give examples, with reasons, of any two organizations that you consider to be market oriented. (25)
- Q2 (a) Explain the steps in the typical consumer decision making process and discuss how this process is likely to differ between the purchase of a bottle of shampoo and the first time purchase of a car. (12.5)
(b) Distinguish between segmentation, targeting and positioning and explain any three bases that, in your view, can be used for positioning ready-made clothing. (12.5)
- Q3 (a) Explain the different levels of a product using a suitable example to illustrate your answer. (12.5)
(b) Discuss the benefits and drawback of a firm's decision to go in for a downwards stretch of its product line. Give an example each of a successful and not so successful downward stretch by firms. (12.5)
- Q4 (a) Compare the differences in the marketing mix during the introduction and growth stage of the product life cycle of a product. (12.5)
(b) Describe any three factors that must be taken into consideration while setting the price of a product. (12.5)
- Q5 (a) "Advertising is a waste of consumer's money." Discuss. (12.5)
(b) Explain briefly the typical steps in the personal selling process. (12.5)
- Q6 (a) Discuss the functions of intermediaries in the distribution channel. Is it possible to eliminate all middlemen from the distribution channel? (12.5)
(b) Describe the different types of conflict that are likely to occur amongst parties in a distribution channel. (12.5)
- Q7 (a) Identify one social marketing campaign and explain how marketing concept and strategies employed for commercial marketing can be used to promote social causes. (12.5)
(b) Identify any two challenges posed by rural markets in the India and discuss the strategies that firms have designed to tackle these challenges. (12.5)
- Q8 Write short notes on any two: (12.5x2=25)
 - (a) Green Marketing
 - (b) Direct Marketing
 - (c) Guidelines for effective social Media Marketing


