

Roll No.

Y – 2861

M.B.A (Second Semester) EXAMINATION, May/June-2021

Paper – 201

MARKETING MANAGEMENT

Time : Three Hours

Maximum Marks : 70

Minimum Pass Marks : 28

Note—Attempt *all* questions.

Unit-I

1. Explain the qualities of a good marketing manager. 14

Unit-II

2. What is segmentation ? Explain process of segmentation in detail. 14

Unit-III

3. Explain the process of new product development. 14

Unit-IV

4. Write short notes on— 14
- (a) Predatory pricing.
 - (b) Mark up pricing.
 - (c) Penetration pricing.
 - (d) Price Skimming.
 - (e) Value based pricing.

Unit-V

5. What are channels of distribution ? Explain different types of channels of distribution. 14

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