

MBA 202 MARKETING MANAGEMENT



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Description

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Product Details: MBA 202 MARKETING MANAGEMENT

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ABOUT THE BOOK

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MARKETING MANAGEMENT

Paper Code: MBA 202

External Marks: 80

Internal Marks: 20

Time: 3 Hr

Instructions for External Examiner: The question paper shall be divided in two sections. **Section ‘A’** shall

comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

Unit-I

Nature and scope of marketing: Importance of marketing, Core marketing concepts, Company orientation towards market place, Marketing management tasks, Marketing strategies and plans, SWOT analysis, Marketing environment, Competitive dynamics corporate orientation towards marketplace; building and delivering customer value and satisfaction; retaining customers; marketing environment; marketing research and information system .

Unit-II

Analysing consumer and business markets and buying behaviour; Customer value, satisfaction and loyalty, Customer relationships, Life time value of customers, Customer databases, Buying decision process, Market segments and targets, Product life cycle strategies, Brand positioning, Brand equity market segmentation, positioning and targeting; tools of product differentiation; marketing strategies in the different stage of the product life cycle

Unit-III

New product development process; product mix and product line decisions; branding and packaging decisions; pricing strategies and programmes; managing marketing channels; wholesaling and retailing

Unit-IV

Advertising and sales promotion; public relations; personal selling; evaluation and control of marketing effort; web marketing; green marketing; reasons for and benefits of going international; entry strategies in international marketing

Case discussion is compulsory at the end of every unit

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