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**Department of Research & Development**  
**Mid - Term Examinations - SEPTEMBER 2024**

<b>Odd Semester:</b> Ph.D. Course Work	<b>Date:</b> 27/09/2024
<b>Course Code:</b> MBA 1020	<b>Time:</b> 10:00am – 11:30am
<b>Course Name:</b> Marketing Management	<b>Max Marks:</b> 50
<b>Department:</b> School of Management	<b>Weightage:</b> 25%

**Instructions:**

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

**Part A**

<b>Answer ALL the Questions. Each question carries 5 marks.</b>		<b>4Qx5M=20M</b>
<b>1</b>	Describe any five differences between Sales and Marketing	<b>5 Marks</b>
<b>2</b>	Define Communication Mix and differentiate between Advertising and Publicity.	<b>5 Marks</b>
<b>3</b>	Define Segmentation and list out the various ways of segmenting markets.	<b>5 Marks</b>
<b>4</b>	Define Product Mix and explain product line – length, width, depth and consistency.	<b>5 Marks</b>

**Part B**

<b>Answer ALL Questions. Each question carries 15 marks.</b>		<b>2QX15M=30M</b>
<b>5</b>	<b>a) Define “Marketing Channel” (2 Marks)</b> <b>b) Describe the functions of a channel member (5 marks)</b> <b>c) Choose any food product company and evaluate the various factors one should consider while selecting a distribution channel. (8 marks)</b>	<b>15 Marks</b>
<b>6</b>	<b>a) Describe in detail the PLC Concept, its stages, strategies adopted by companies in each stage. (10 marks)</b>  The product life cycle has been described, analyzed, and annotated so often in the literature of marketing that it has become a “given” in the minds of many executives. Some authors challenged it—not just certain aspects or interpretations of the life cycle notion, but its very concept and existence. They felt that the PLC concept notion has led many companies to make costly mistakes and to pass up promising opportunities.  <p align="right"><i>- Nariman K Dalla and Sonia Yuspeh.</i></p>	<b>15 Marks</b>

	<p><b>a) In the wake of the above comments, do you support or refute their claims?</b></p> <p><b>b) Discuss the different shapes of the PLC you know (3 marks)</b></p> <p><b>c) Can any product move against the PLC stages? Justify (2 marks)</b></p>	
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