

**ANDHRA UNIVERSITY**  
**SCHOOL OF DISTANCE EDUCATION**  
**MASTER OF BUSINESS ADMINISTRATION (Old Regulations)**  
**II YEAR ASSIGNMENT QUESTION PAPER 2010-11**

**204 : MARKETING MANAGEMENT**

**Assignment No 1**

Answer All Questions:

5x5=25 Marks

1. "Target market follows market segmentation" Discuss.
2. You are appointed as marketing executive in a company manufacturing facial Ayurvedic cream. The company wants to know their market position in the state of A.P. You are asked to carry out a market survey. How will you go about it? Explain
3. Describe the Pricing Strategies usually adopted by a Company when a Product travels through the different stages of its life-cycle.
4. "The Indian market is gradually becoming consumer-oriented" Discuss the statement with reference to consumerism.
5. As a Marketing Consultant, suggest a suitable market segmentation strategy for the manufacturers of:  
a) Detergent Soap      b) Motor Bike      c) Milk Products

**Assignment No 2**

Answer All Questions:

5x5=25 Marks

1. What are the various phases in New Product Development? Explain each phase.
2. Explain with illustrations the concept of value-based pricing.
3. What promotional strategy should be used by marketers for the following products.  
i) Soft drinks      ii) Furniture      iii) Bathroom Fittings      iv) Motor-bike  
v) A medicine for cold relief
4. A Multinational company manufacturing sports shoes and entering Indian market has appointed you as its marketing manager. Prepare a marketing plan keeping in view the influence of internal and external factors.
5. What advertising media choice would you suggest for:
  - 1) Lubricating Oils
  - 2) Baby foods
  - 3) Ball-pens