

BE (Chemical)-MBA, Sem: 7th
Subject: Marketing Management
(Date : 20.12.2021; Time: 3:00-4:00 pm)

Time : 60 minutes

Max Marks: 25

Note: All questions are compulsory

1. Define the term “marketing channels.” Being a “channel manager” for your firm, you have been asked by senior managers to identify new distribution channels for the launch of a new LCD television set. Describe a channel- design and channel management decisions for the same, in detail for your presentation to top management. [10]
2. What is a product life cycle? Explain how does the product life cycle will influence the marketing mix decisions? [10]
3. Discuss everyday low pricing (EDLP) in terms of how it compares to high-low pricing. Why is EDLP becoming a commonly used pricing technique? [5]