

Code: 9E00203

MBA II Semester Supplementary Examinations February 2014

MARKETING MANAGEMENT

(For students admitted in 2010, 2011 and 2012 only)

Time: 3 hours

Max. Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 Write brief notes on:
 - (a) Marketing concept
 - (b) Societal marketing concept
 - (c) Indian marketing environment

- 2 How do you justify segmentation and targeting as a basis for strategy formulation?

- 3 Write short notes on:
 - (a) Augmented products
 - (b) Differentiated products
 - (c) Potential products

- 4 Explain the importance of business analysis in new product development.

- 5 What are the methods of pricing? Explain.

- 6 What are the advantages and disadvantages in sales force and sales agency?

- 7 Explain the process of integrated marketing communication.

- 8 Enumerate the role of public relations in direct marketing.
