



Code: 9E00203

MBA & MBA (Finance) II Semester Supplementary Examinations December/January 2015/2016

MARKETING MANAGEMENT

(For students admitted in 2011, 2012, 2013 & 2014)

Time: 3 hours

Max. Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 Describe the process of marketing. Discuss recent trends in marketing in India.
- 2 (a) Explain the need and significance of market segmentation.
(b) Explain how product life cycle can be used as tool in developing marketing strategy.
- 3 Answer the following:
 - (a) Product positioning.
 - (b) Green marketing.
 - (c) Promotion mix.
 - (d) Telemarketing.
- 4 Describe different stages of product life cycle.
- 5 Write in detail about marketing mix.
- 6 Define sales promotion. How is it different from product promotion? Write the steps involved in sales promotion.
- 7 Explain the concept of direct marketing. Explain the relationship between direct marketing and public relations.
- 8 Explain in detail about integrated marketing communication process.
