

CODE NO: R7-22005/MBA

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA-II Semester Supplementary Examinations February -2010

MARKETING MANAGEMENT

Time:3hours

Max.Marks:60

**Answer any Five questions
All questions carry equal marks**

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1. Describe the evolution of marketing concept.
2. Briefly explain the different methods of demand forecasting.
3. What do you understand by market segmentation? Discuss the different bases of segmenting the consumer market.
4. Explain in detail the concept of product life cycle.
5. What do you understand by pricing? Discuss the various objective of pricing
6. Write short notes on the following .
 - a. Trends in retailing.
 - b. Sales agencies.
7. What is “communication mix”? Explain the elements of communication mix.
8. What do you understand by evolution of marketing department? and how will it control the performance of marketing.