

**FACULTY OF MANAGEMENT**  
**M.B.A. I Semester Examination, December 2012/January 2013**  
**MARKETING MANAGEMENT**  
**Course No. 1.4**

Time : 3 Hours]

[Max. Marks : 80  
**(10×2=20 Marks)**

PART – A

1. Answer **all** questions.
- a) Marketing strategy
  - b) Marketing mix
  - c) Market segmentation
  - d) Differentiation
  - e) Sales promotion
  - f) Personal selling
  - g) Service market
  - h) Buyer behaviour
  - i) Global marketing
  - j) Strategic control.

PART – B

**(5×12=60 Marks)**

2. a) Write in detail about Macro Environmental factors of marketing.  
OR  
b) Briefly explain about different marketing strategies.
3. a) What is product positioning ? Explain its strategies.  
OR  
b) How do you evaluate market segments ? Discuss.
4. a) What is product life cycle ? Explain its stages.  
OR  
b) Briefly explain about promotion mix elements.
5. a) State the factors affecting consumer behaviour.  
OR  
b) Explain the stages in the adoption process.
6. a) Discuss various types of marketing organisation structures.  
OR  
b) Explain the merits and demerits of annual plans control and efficiency control.