

Code No. 5034

FACULTY OF MANAGEMENT**M.B.A. I-Semester Examination, January 2014****Course No. – 1.4****Subject : Marketing Management****Time : 3 Hours****Max. Marks: 80****Note : Answer All questions.****PART – A (10 x 2 = 20 Marks)**

- 1 Write short notes on the following in about 75 words each and at one place only.
- (a) Negative demand
 - (b) Sales forecasting
 - (c) Sales force promotion
 - (d) Micro environment
 - (e) Industrial buyer
 - (f) New product concept development and testing
 - (g) Brand repositioning
 - (h) VMS
 - (i) Niche marketing
 - (j) Customization

PART – B (5 x 12 = 60 Marks)

Answer all the questions using the internal choice.

- 2 (a) What are the emerging challenges in marketing?
OR
(b) Explain the changes in technology environment and its impact on marketing.
- 3 (a) What is product positioning? Explain positioning strategies followed by mobile phone companies.
OR
(b) Explain market leader strategies in consumer goods marketing.
- 4 (a) 'There is no substitute for personal selling'. Do you agree?
OR
(b) What are the decisions involved in branding?
- 5 (a) Explain the stages in consumer adoption process.
OR
(b) What are the psychological factors that influence buyer behaviour?
- 6 (a) What is marketing audit? How do you carry out marketing audit?
OR
(b) Explain various types of marketing organization structures.
