

Code No. 2004

FACULTY OF MANAGEMENT

MBA I – Semester Examination, January / February 2015

Subject: Marketing Management

Course No. 1.4

Time: 3 Hours

Max. Marks: 80

Note: Answer all the questions.

PART – A (10 x 2 = 20 Marks)
[Short Answer Type]

1. Write a brief note on the following. All answers should be at one place only.

- a) Selling concept Vs Marketing concept
- b) Product positioning
- c) Promotion mix
- d) Transit Advertising
- e) Event-Marketing
- f) Industrial Markets
- g) Global Marketing
- h) Skimming Price
- i) Marketing Audit
- j) Consumer behaviour

PART – B (5 x12 = 60 Marks)
[Essay Answer Type]

Answer all questions using internal choice.

- 2 a) Explain the various environmental forces which influence the marketing decisions.
OR
b) Explain the elements of marketing mix with suitable examples.
- 3 a) Explain the product positioning strategies in respect of toilet soaps in India.
OR
b) Explain the different sales forecasting methods.
- 4 a) Explain the different stages involved in product lifecycle.
OR
b) What are the opportunities and challenges for online marketing in India?
- 5 a) Explain the factors affecting consumer behaviour.
OR
b) Explain the characteristics of services marketing.
- 6 a) What are the different phases of Marketing Control?
OR
b) Explain the types of marketing organizations.
