

**FACULTY OF MANAGEMENT****M.B.A. I – Semester (Backlog) Examination, May/June 2017****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 short notes on the following :
  - a) Integrating Marketing
  - b) Value based marketing
  - c) Delphi method
  - d) Product differentiation
  - e) Channel conflict
  - f) Resale price maintenance
  - g) Buying centre
  - h) Product motives
  - i) Marketing audit
  - j) Marketing intelligence system

***Part – B (5 X12 = 60 Marks)******(Essay Answer Type)***

- 2 a) What is Marketing? What are the functions of Marketing?  
**OR**  
b) What is Marketing Environment? Explain the need for scanning the marketing environment.
- 3 a) Discuss the segmentation of industrial markets.  
**OR**  
b) Evaluate the importance of sales forecasting in the integrated business planning.
- 4 a) Define channel of distribution? Discuss the factors governing the channel choice.  
**OR**  
b) Define advertising and what are the objectives and essentials of advertising.
- 5 a) What do you mean by Buyer behaviour? What factors will affect the buyer behaviour?  
**OR**  
b) Define marketing of services and point out the reasons for the phenomenal growth in the services marketing.
- 6 a) What is the importance of global marketing? Why do firms seek global marketing opportunities?  
**OR**  
b) What is marketing research? Explain the process of Marketing research.

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