

**FACULTY OF MANAGEMENT**

**M.B.A. I – Semester (CBCS) Examination, May / June 2018**

**Subject : Marketing Management**

**Paper – MB 103**

**Time : 3 hours**

**Max. Marks : 80**

**PART – A (5 x 4 = 20 Marks)**  
(Short Answer Type)

- 1 Marketing Strategy
- 2 Bases of Market Segmentation
- 3 Stages of Product life cycle
- 4 Online Marketing
- 5 Features of Services Market

**PART – B (5 x 12 = 60 Marks)**  
(Essay Answer Type)

- 6 a) Write in detail the concepts of Marketing programme and Marketing strategy.  
**OR**  
b) What is Global Marketing? Examine the present status of Global Marketing Environment.
- 7 a) "Product Positioning plays an important role in product promotion". Discuss.  
**OR**  
b) Explain briefly about various sales Forecasting methods.
- 8 a) Evaluate the process involved in New Product Development.  
**OR**  
b) "Despite many methods of selling, personal selling got its own image". Discuss.
- 9 a) Outline the factors affecting consumer behaviour.  
**OR**  
b) What is an Industrial Market? What are its characteristics?
- 10 a) Outline the factors affecting Global Marketing Organisation.  
**OR**  
b) Evaluate the need and importance of Marketing Audit.

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