

R05

Code No: MA205

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA - II Semester Examinations, February 2011

MARKETING MANAGEMENT

Time: 3hours

Max. Marks: 60

Answer any five questions

All questions carry equal marks

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1. Define marketing management? Explain different elements of marketing management process.
2. Explain the term demand forecasting. Enumerate and briefly explain the methods of demand forecasting.
3. What do you understand from targeting and segmentation? How does it help in formulating an effective marketing strategy?
4. Explain the stages of a new product undergoes during its development.
5. Write a brief note on different pricing methods and also the objectives of pricing.
6. Describe various types of retailers and trends in retailing.
7. Write a short note on the following.
 - a. Sales force objectives
 - b. Sales force compensation
8. Discuss the steps involved in developing a marketing organization.
