

Code No:12005**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA-II Semester Supplementary Examinations July 2010****MARKETING MANAGEMENT****Time: 3hours****Max.Marks:60**

**Answer any Five questions
All questions carry equal Marks**

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1. Discuss how demographic and economic environment is relevant to a marketer in India.
2. Discuss the various sources of data for conducting marketing research.
3. How market information system (MIS) helps in segmenting a market for a consumer goods marketing firm?
4. Why are products branded? Explain various brand policies that a firm should consider when formulating branding strategy.
5. a) What is meant by price discrimination?
b) Discuss the different types of price discrimination with examples.
6. a) Discuss about the types of retailers with examples.
b) Which retailers are more successful in India and why?
7. a) Describe the various activities involved in sales promotion.
b) What is the difference between sales promotion and promotion?
8. a) What do you mean by strategic control?
b) Explain the procedure with example.
