

R07

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

1. Discuss various concepts of marketing distinguishing clearly.
2. Describe the importance of marketing information system and various components of modern marketing information system.
3. What is market segmentation? Explain the relationship between market segmentation, targeting and positioning.
4. What is product life cycle? Explain the characteristics and strategies for each of the stages in Product Life Cycle.
5. Explain different types of pricing policies and strategies to be adopted in pricing.
6. "Channels of distribution used for the products are different from one another". Discuss.
7. Define communication mix. Explain each of the tools with suitable examples.
8. Write a brief note on control of marketing performance.

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