

**Code No: 22005****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. What is marketing concept? Discuss the merits and demerits of marketing concept.
2. Discuss the scope of marketing information system and briefly explain the marketing research.
3. Explain the importance of concentrated market segmentation strategy.
4. What do you mean by test marketing? Explain the advantages and disadvantages of test marketing.
5. a) Explain how final price is selected.  
b) What precautions should be taken in the process?
6. Explain the various elements of physical distribution in the management of distribution.
7. a) Distinguish between public relations and publicity.  
b) How publicity can be both boon and bane for the companies?
8. Describe how the strategies are implemented in marketing department. Give any two examples explaining the effective implementation of the strategies.

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