

R09

Code No: E5201

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA – II Semester Examinations, January 2011

MARKETING MANAGEMENT

Time: 3hours

Max. Marks: 60

**Answer any five questions
All questions carry equal marks**

- - -

1. a) Define marketing and marketing management.
b) What are the major elements of macro environment of marketing?
2. a) What are the bases of market segments?
b) What do you understand by marketing research?
3. a) Taking hotel accommodation service as an example, explain the concept of product levels.
b) What is consumer product classification? Explain with examples.
4. What is the importance of PLC concept in planning marketing mix? Explain with reference to any consumer electronic item.
5. a) What are the objectives of pricings?
b) How does service differ from physical goods? What are the additional elements of marketing mix for services?
6. a) What are the various roles played by marketing channel intermediaries?
b) What is the importance of logistics in distribution?
7. a) What is personal selling? What are the successive stages of personal selling?
b) What is internal marketing? What is its relevance to marketing?
8. Write short notes on any **three**
a) Green marketing b) Retailing formats c) AIDA concept in marketing communication d) Brand extension
