

**Code No: 21****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD  
MBA-II Semester Regular 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 are the approaches to scan the marketing environment? In case of a textile company on what environmental factors does a marketing manager can exercise control?
- 2) a) Distinguish marketing concept and product concept with examples.  
b) Explain the term “Green marketing for Green life”? What are the constraints?
- 3) Describe different types of Marketing Research and indicate when each should be used?
- 4) Explain different types of pricing strategies followed by companies? Discuss with the example of cell phone network operators?
- 5) Explain the importance of E-commerce in marketing with example of banking products? Discuss the pros and cons in this regard?
- 6) Explain the following with examples.
  - A) Mass marketing
  - B) Marketing communication
  - C) Segmentation
- 7) Distinguish between direct marketing and internet marketing? In the present fast running world which technique is best and why?
- 8) Define rural marketing? Explain rural consumer behavior with the example of Insurance policies/products?

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