

Code: 9E00203

MBA II Semester Regular & Supplementary Examinations August 2014

MARKETING MANAGEMENT

(For students admitted in 2010, 2011, 2012 & 2013)

Time: 3 hours

Max. Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 Explain the following:
 - (a) Sales concept.
 - (b) Marketing concept.
 - (c) Production concept.
 - (d) Societal marketing concept.

- 2 'Segmentation and targeting as a basis for strategy formulation'. Justify.

- 3 Explain the various stages of PLC with suitable examples.

- 4 Explain the importance of new product development in the present context of Indian marketing environment.

- 5 Explain various methods of pricing.

- 6 Describe various factors influencing design of distribution channels.

- 7 Explain the process of integrated marketing communication.

- 8 What are the objectives of sales force? How sales force structure, size and compensation influence to achieve sales force objective? Justify your answer.
