

DE-494

M.B.A. (FT) IInd Semester Examination, 2013

Marketing Management

Paper - CP-205

Time : 3 Hours]

[Maximum Marks : 80

SECTION - 'A'

8 each

Note :- Attempt any **four** questions. All question carry equal marks.

1. What is product mix, briefly discuss.
2. What is marketing mix, briefly explain.
3. Discuss different types of marketing research approaches.
4. Write short notes on :-
 - (a) Consumerism.
 - (b) Green marketing.
5. 'Pricing decisions are important' why ?

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6. What characteristics of a segment make it useful for marketers ?
7. What do you understand by the term 'Market'. Cite Some examples to explain the concept.
8. Discuss conflict management with reference to marketing channel management.

SECTION - 'B'

16 each

Note :- Attempt any **three** questions. Each quesiton carry equal marks.

9. Marketers must moniter which six major environmental forces & why ?
10. Each PLC calls for a specific marketing strategy. Discuss them.
11. Discuss defferent forms of marketing communication or communication mix.
12. Discuss the techniques of evaluation and control of marketing efforts.
13. In what ways components of a marketing Information system (MIS) help a marketing manager to carry out his/her marketing management responsibilities ?

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