FACULTY OF MANAGEMENT

M.B.A. (CBCS) I – Semester Examination, February 2017
Subject: Marketing Management
Paper Code – MB – 103

Time: 3 Hours
Max. Marks: 80

Note: Answer all the questions from Part-A and Part-B.
Each question carries 4 marks in Part-A and 12 marks in Part-B.

PART – A (5x4 = 20 Marks)
[Short Answer Type]

1. What do you mean by marketing mix?
2. Explain the importance of product differentiation.
3. Briefly describe the promotion mix.
4. What are the characteristics of industrial buyer?
5. What is Efficiency Control?

PART – B (5x12 = 60 Marks)
[Essay Answer Type]

6. a) What is marketing? What are the major responsibilities of marketing manager?
    OR
    b) Enumerate the controllable and uncontrollable variables in the marketing environment.

7. a) What is segmentation? Describe the conditions essential for successful market segmentation.
    OR
    b) Briefly explain various competitive situations in marketing.

8. a) Discuss the strategies relating to the product planning and development.
    OR
    b) What is channel conflict? Explain the mode of resolving the channel conflict.

9. a) Explain the black box model of consumer behaviour.
    OR
    b) Distinguish between product and service. What are the peculiar features of services?

10. a) What is Global Marketing? What are the features of global marketing?
    OR
    b) What is Marketing Audit? What are the objectives of Marketing Audit?

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