FACULTY OF MANAGEMENT

MBA (CBCS) I – Semester Examination, January 2018

Subject: Marketing Management

Paper Code – MB – 103

Time: 3 Hours

Note: Answer all the questions.

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

1. Marketing mix
2. Features of International Market
3. Stages in New Product Development
4. Seven Os structure
5. Global Marketing Organization

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

6. a) Define 'Marketing'. Examine the different objectives of Marketing Management.

OR

b) What is Global Marketing? Distinguish between domestic marketing and global marketing.

7. a) What is meant by Market Segmentation? Explain the bases for market segmentation.

OR

b) Is sales forecasting compulsory? Briefly write about different methods of sales forecasting.

8. a) What are the stages involved in a product life cycle? Explain with the help of an example of a product of your choice.

OR

b) "Expenditure on Advertising is not Waste". Do you agree or not? Give reasons.

9. a) What are the various factors which are influencing consumer behaviour in the present day Marketing Environment?

OR

b) What is meant by Services Market? What are its characteristics?

10. a) What is a Marketing Organization? What are the types of Marketing Organization?

OR

b) What do you understand by the concept of Marketing Audit? Examine its need and significance.

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