

FACULTY OF MANAGEMENT

MBA I – Semester Examination, January 2016

Subject: Marketing Management

Course No. 1.4

Time: 3 Hours

Max. Marks: 80

Note: Answer all the questions.

**PART – A (10x2 = 20 Marks)
[Short Answer Type]**

1. Answer the following in not more than 75 words.

- a) Global marketing
- b) Marketing mix
- c) Market segmentation
- d) Sales forecasting
- e) Marketing strategy
- f) Retailing
- g) Industrial markets
- h) Services marketing
- i) Annual plan
- j) Strategic control

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

- 2 a) Discuss in detail about micro environmental forces of marketing management.
OR
b) Explain about management of marketing effort.
- 3 a) On which basis consumer markets be segmented? Explain in brief.
OR
b) Write about features and benefits of international markets.
- 4 a) Describe the stages in product life cycle.
OR
b) Briefly explain about elements of promotion mix.
- 5 a) Explain about factors affecting consumer behaviour.
OR
b) Write a note on product adoption process.
- 6 a) Discuss in detail about efficiency control in marketing organization.
OR
b) Give a classification of marketing organization structures.
