

FACULTY OF MANAGEMENT

M.B.A. (CBCS) I – Semester Examination, July / August 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 Explain about marketing strategy
- 2 Active Demand forecasting Vs Passive Demand Forecasting
- 3 Discuss the limitations of online marketing
- 4 What is learning process?
- 5 Explain the role of Strategic control

PART – B (5x12 = 60 Marks)

[Essay Answer Type]

- 6 a) Define marketing. Discuss various philosophies of marketing.
OR
b) Explain the Macro and Micro environment of marketing management.
- 7 a) Describe the basis for segmentation of consumer markets.
OR
b) Briefly explain various methods of sales forecasting.
- 8 a) What is PLC? Explain various stages of product life cycle.
OR
b) Discuss the advantages and limitations of personal selling.
- 9 a) Explain the factors affecting consumer behaviour.
OR
b) What are the channels employed in distribution of industrial goods.
- 10 a) What are the forces affecting global marketing.
OR
b) Explain various models of direct marketing.
