

FACULTY OF MANAGEMENT

M.B.A. I – Semester (CBCS) Examination, July / August 2018

Subject: Marketing Management

Paper – 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 Marketing Mix
- 2 Market Targeting
- 3 Branding
- 4 Industrial Market
- 5 Marketing Audit

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

- 6 a) How marketing interface with other functional areas? Explain.
OR
b) What is marketing environment? Explain micro environment with suitable examples.
- 7 a) Define Market Segmentation. How do you evaluate and select the market segments?
OR
b) Explain various methods of sales forecasting.
- 8 a) What are the steps involved in New Product Development Process?
OR
b) Explain various elements in Promotion Mix.
- 9 a) What are the factors affecting consumer behaviour?
OR
b) Define Services Market. Explain its characteristics and strategies.
- 10 a) What are the factors affecting Global Marketing Organizations.
OR
b) Write a note on:
 - i) Profitability Control and
 - ii) Strategic Control.
