

FACULTY OF MANAGEMENT

M.B.A. I – Semester (CBCS) Examination, December 2018 / January 2019

Subject: Marketing Management

Paper Code – MB – 103

Time: 3 Hours

Max.Marks: 80

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

Note: Answer all the questions in not more than one page each.

- 1 Differentiate the terms Market and Marketing
- 2 Write a short note about Market Targeting.
- 3 Brand
- 4 Industrial Markets
- 5 Strategic Control

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

**Note: Answer all the questions by using internal choice
in not exceeding four pages each.**

- 6 a) Discuss different tasks of Marketing.
OR
b) Write in detail about macro environment.
- 7 a) How do you measure demand? What are the sales forecasting methods?
OR
b) How do you segment the business markets? Explain in detail.
- 8 a) What are the steps involved in New Product Development? Write in detail.
OR
b) Narrate the important channel management decisions.
- 9 a) Write in detail about any two models of consumer behaviour.
OR
b) What are the characteristics of industrial markets? Explain.
- 10 a) Write different types of marketing organization structures.
OR
b) What is the purpose of Marketing Audit? State its uses.
