



MBA(IB).I/11. 1019

**MBA (INTERNATIONAL BUSINESS) DEGREE I SEMESTER EXAMINATION
NOVEMBER 2011**

SMI 2106 MARKETING MANAGEMENT

Time : 3 Hours

Maximum Marks: 50

(5 x 10 = 50)

- I. A. Highlight the nature and scope of marketing.
OR
B. Explain in detail the strategic marketing plan.
- II. A. 'Marketing involves satisfaction of consumer needs'. Elucidate this statement.
OR
B. Explain the seven steps in marketing research process.
- III. A. Discuss the importance of market segmentation in marketing decisions and explain the basic methods of market segmentation.
OR
B. What do you mean by 'public relations'? Distinguish between advertising and public relations.
- IV. A. Write a short note on product differentiation and product positioning. Give examples for different positioning strategies.
OR
B. Explain the stages in the new product development process.
- V. A. Write notes on:
(i) Social, ethical and legal aspects of marketing
(ii) International marketing
(iii) Green and cyber marketing
(iv) Relationship marketing
OR
B. Explain the importance of physical distribution system and its role in marketing mix.
