



MBA(IB).1/10.157

M.B.A.(IB) DEGREE I SEMESTER EXAMINATION NOVEMBER 2010

SMI 2106 MARKETING MANAGEMENT

Time: 3 Hours

Maximum Marks : 50

(All questions carry EQUAL marks)

- I. A. "Marketing involves satisfaction of consumer needs". Elucidate the statement and explain how marketing has evolved to the current state as it is practiced.

OR

- B. Write short notes on
- (i) Marketing planning
 - (ii) SWOT analysis
 - (iii) Industrial marketing
 - (iv) Marketing strategy

- II. A. How is organizational buying process different from consumer buying process? Explain the different stages involved in both cases with a specific example for each from Indian business scenario.

OR

- B. (i) Differentiate market research and marketing research and briefly explain the steps involved in marketing research process.
(ii) "Target marketing follows segmentation". Discuss this statement and also explain the different bases for segmenting a market.

- III. A. What is PLC? Explain the different stages in PLC. Discuss the various strategies involved for the 4P's of marketing mix across various PLC stages.

OR

- B. Discuss packaging as a prominent marketing tool. What are the attributes of a good package? Can packaging replace advertising? Why or why not?

- IV. A. Discuss the following:

- (i) Channel conflict, zero level channel, VMC and sales quota
- (ii) Promotional mix Vs Product mix

OR

- B. What are advertising objectives? How do you evaluate the effectiveness of advertising? Explain the techniques involved?

- V. A. Write short notes with an example each on

- (i) Green marketing
- (ii) Relationship marketing
- (iii) International marketing Vs Global marketing
- (iv) Rural market Vs Urban market

OR

- B. "Services are often harder for customers to evaluate than physical goods". Elucidate the statement by choosing a service you are familiar with and commenting across the nature and dimensions of 7Ps of services marketing.
