

EXECUTIVE MBA (EXMBA)

Term-End Examination

December, 2012

MCT- 055 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note : *Answer any five of the following . All questions carry equal marks.*

1. What are the marketing philosophies followed by business organizations? Explain their suitability in the present business conditions. 20

2. Suggest market segmentation strategies for the following products 20
 - (a) Life Insurance services
 - (b) Health Drinks

3. Describe the influencing factors and steps involved in the organizational buying decision process. 20

4. Explain the stages in the new product development process. 20

5. What are the advantages of branding ? What value does the organization and customers get out of the branding process? Explain. 20
6. Discuss the basic methods of pricing and on what situations each of these methods will hold relevance. 20
7. (a) What is meant by a marketing channel ? What are the objectives of distribution management ? 10
- (b) What are the various factors which must be considered while making channel selection ? 10
8. Explain the integrated marketing communication process. What are the various decisions involved in integrated marketing communication ? 20
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