

00203

**MASTER OF BUSINESS ADMINISTRATION
(MBACN)**

Term-End Examination

December, 2012

MCN-004 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions. All questions carry equal marks.

1. In what ways marketing concept is different from selling concept ? Briefly discuss the elements of marketing concept.
2. Briefly discuss the concept of segmentation, targeting and positioning. Explain the positioning strategy followed by a brand or firm of your choice.
3. Briefly discuss as to how the macro-environment forces may affect the marketing program of Airtel. Give reasons.
4. (a) What is Product Life Cycle ? Explain the concept of PLC with suitable examples.

- (b) What is meant by breadth, depth and consistency of product mix ? Explain giving suitable examples.
5. What is strategic marketing ? How important is SWOT analysis to the marketing planning process of an organisation ?
6. Briefly discuss the factors affecting the choice of channels. Illustrate your answer with suitable examples.
7. (a) Enumerate the steps involved in the selling process. Give suitable examples.
(b) Discuss briefly the importance of sales forecasting. Illustrate with examples.
8. Write short notes on **any two** of the following :
- (a) Marketing in an economical downfall
 - (b) Elements of marketing mix
 - (c) Marketing services
 - (d) Promotion mix
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