

00433

**MASTER OF BUSINESS ADMINISTRATION
(MBACN)**

Term-End Examination

December, 2012

MCN-047 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 100

*Note : (i) Answer **any five** of the following.*

*(ii) All questions carry **equal** marks.*

1. What are the key changes in Macro marketing environment in India after 1991 industrial policy ? 20
2. Explain various stages in the new product development process. Why new products often fail ? 20
3. How can effectiveness of advertising be evaluated ? 20
4. What are the requirements for effective segmentation ? How do you segment the market for : 20
 - (a) Cellular Phones and
 - (b) Tourist Services

5. What are the challenges in managing product life cycle ? 20
 6. The growth of organized retailing is affecting the traditional small retailers in India. Do you agree ? 20
 7. How to design distribution channel for Mobile phones ? 20
 8. Define Sales Promotion. Explain different sales promotion strategies. 20
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