

00145

**MASTER OF BUSINESS ADMINISTRATION  
(NETWORK INFRASTRUCTURE  
MANAGEMENT)  
(MBANIM)**

**Term-End Examination**

**December, 2012**

**MCR-003 : MARKETING MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. Differentiate between production concept, product concept and selling concept. Is it important for a business to follow marketing concept to survive in a competitive environment ? What strategies would you recommend to a business firm to become marketing oriented ?
2. Is it correct to say that services are different from goods ? If yes, then how are they different ? Do these differences cause marketing mix to undergo a change ?
3. Briefly explain the following :
  - (a) Exploratory research
  - (b) Descriptive research
  - (c) Causal research

4. What the factors that influence pricing decisions of a firm ? A firm may be guided by market penetration and skimming objectives. Critically explain when each of these objectives can rightfully be pursued.
5. What do you understand by consumer decision making process ? Briefly explain the decision process of a consumer engaged in buying of a high end car. What strategies would you recommend to the marketer engaged in selling to this customer ?
6. Briefly define and differentiate the following :
  - (a) Advertising and publicity
  - (b) Sales promotion and personal selling
7. What distribution system would you recommend for the following products and why ?
  - (a) Everyday use salt
  - (b) Expensive watch
8. Write short notes on *any two* of the following:
  - (a) Product differentiation and market segmentation
  - (b) Market potential and sales forecasting
  - (c) Line extension and brand extension