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**MASTER OF BUSINESS
ADMINISTRATION (RETAIL SERVICES)
(MBARS)**

**Term-End Examination
December, 2012**

MRS-004 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. Describe how the operations of a product-oriented shoe manufacturer might be different from the operation of a market-oriented manufacturer. Illustrate your answer highlighting the various marketing philosophies followed by Indian firms over the years.

2. For each of the following organizations, describe the marketing mix :
 - (a) Delhi Police
 - (b) Indian Airlines
 - (c) Taj Hotels

3. Discuss the environmental forces that influence the firm's marketing activities. Illustrate your answer with suitable examples.
 4. How would you go about segmenting the market for high end Titan watches ? Enumerate the steps that you may follow for this purpose.
 5. Name two products that are in the maturity stage of the life cycle. What recommendations do you have for rejuvenating the demand for either of these products ?
 6. Discuss the various elements of holistic marketing approach. Give suitable examples.
 7. Briefly discuss the steps involved in the strategic marketing planning. Illustrate.
 8. Write short notes on *any two* of the following :
 - (a) Marketing audit
 - (b) Brand equity
 - (c) Relationship marketing
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