

EXECUTIVE MBA (EXMBA)

Term-End Examination

June, 2012

MCT- 055 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. (a) How would you relate need, want and demand ? 10
- (b) Distinguish production concept from product concept. 10
2. Discuss the impact of economic and natural environment on the activity of marketing. 20
3. (a) What is Positioning ? Give examples. 10
- (b) Compare consumer buying with industrial buying behaviour. 10
4. Take examples to explain the impact of factors influencing the consumer behaviour. 20

5. Explain the steps involved in new product development. 20
6. (a) Explain the steps involved in conducting a market research study. 10
- (b) What strategies need to be followed in the 'Introduction' stage of the PLC ? 10
7. What are marketing channels ? Discuss their key functions. 20
8. Write short notes on the following :
- (a) Target marketing. 10
- (b) Differential pricing strategy. 10
-