

**MASTER OF BUSINESS ADMINISTRATION  
(MBACN)**

**Term-End Examination**

**June, 2012**

**MCN-047 : MARKETING MANAGEMENT**

00573

*Time : 3 hours*

*Maximum Marks : 100*

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

1. What are the emerging challenges in marketing in the light of changing global scenario ? 20
2. Explain the changes in technology environment and its impact on marketing. 20
3. What is product positioning ? Explain positioning strategies followed by mobile phone companies in India. 20
4. What are the sales promotions strategies used to promote sales in consumer market ? 20
5. What are the psychological factors that influence buyer behaviour ? 20

6. How do you differentiate services marketing with goods marketing ? 20
  7. Differentiate Relationship Marketing with Customer Relationship Marketing. What are the challenges in managing these two ? 20
  8. What are the stages in the development of new products ? Explain new product introduction strategies. 20
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