

MASTER OF BUSINESS ADMINISTRATION  
(MBACN)

Term-End Examination

June, 2013

MCN-004 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. When product performance exceeds customer expectations, the customer is delighted. Explain in the context of the Indian market. 20
2. What is value chain ? Explain different activities under value chain. 20
3. "Marketing Planning involves the development of forecasts, objectives, policies, programs, procedures, schedules and budgets". "Discuss with reference to the significance of planning in marketing". Explain and Elucidate. 20
4. What is demand forecasting ? Discuss the various steps involved in demand forecasting. 20

5. How are changes in cultural factors affecting business and creating new business opportunity 20
6. Briefly comment on *any four* of the following :
- (a) Strategic planning is the responsibility of a top management 4x5=20
  - (b) Political and legal environment affect marketing in a variety of ways.
  - (c) Sum of all the parts is larger than the whole.
  - (d) Observation is a process of taking note of occurrence.
  - (e) Consumer habits keep on changing, as do, of course then likes in dislikes.
7. Distinguish between *any four* of the following :
- (a) Selling and marketing 4x5=20
  - (b) Marketing and De-marketing
  - (c) Sales forecasting and Demand forecasting
  - (d) Conventional marketing and online marketing
  - (e) Social Environment and Legal Environment
8. Write short notes on *any four* of the following :
- (a) Marketing Planning 4x5=20
  - (b) Auxiliary enterprises
  - (c) Social marketing
  - (d) Dynamic business environment
  - (e) Scissor Effect on Price Margin
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