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

Term-End Examination

December, 2010

MCR-003 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

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1. (a) "Marketing is different from selling". Do you agree with this statement? If yes, explain the reasons with suitable examples. If no, why? 10
(b) Explain any two of the following, with suitable examples. 5x2=10
 - (i) Selling Concept
 - (ii) Societal Marketing Concept
 - (iii) Production Concept

 2. What are the different factors and Variables for segmenting consumer Markets? Explain with the help of suitable examples. 20

 3. Explain the characteristics of services with the help of suitable examples. 20

4. What are the different elements of marketing mix ? 20
How an organisation plans 'its' marketing - mix elements ? Explain with the help of suitable examples.
5. (a) Explain the concept of segmentation. What 10
are the benefits and doubts / limitations of segmentation ?
- (b) Differentiate Market Segmentation and 10
Product differentiation with the help of suitable examples.
6. Explain the Products Life Cycle (PLC) and the 20
marketing - mix strategies at different stages of PLC with suitable examples.
7. (a) Define Brand and Brand Name. What are 10
the advantages and disadvantages of Branding ?
- (b) What are the brand strategy options 10
available to an organisation/firm ? Explain their relative strengths and weaknesses.
8. Answer *any two* of the following, with the help
of suitable examples. 10x2=20
- (a) Advertising Vs. Publicity
- (b) Personal selling Vs. Sales Promotion
- (c) Conventional Marketing Vs. On-line
marketing.
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