

00712

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

**Term-End Examination  
December, 2010**

**MRS-004 : MARKETING MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. (a) Describe in a managerial sense, the process of marketing. 10
- (b) How has changing technology and customer empowerment influenced the marketing activity ? 10
2. Explain the concept of competition. What strategies are available to market leaders ? 20
3. (a) Taking examples, explain market segmentation undertaken by a marketer. 10
- (b) " A poor positioning confuses the market. " Explain. 10

4. How does Integrated marketing results in maximization of joint effects of various marketing activities ? 20
5. What is Internal marketing ? At what levels should it be practised in an organization ? 20
6. (a) How does relationship marketing results into development of a marketing network ? 10  
(b) "Building social and ethical considerations in marketing practices is what socially responsible marketing aims at ?" Discuss. 10
7. Explain Brand Equity and discuss any one brand equity model. 20
8. Write short notes on the following : 10x2=20  
(a) Brand building  
(b) Marketing Audit
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