

00258

**MASTER OF BUSINESS ADMINISTRATION
(FULL TIME PROGRAMME)**

Term-End Examination

December, 2011

MCN-004 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions.

All questions carry equal marks.

1. What do you understand by the terms micro- environment and macro environment ? 20
Discuss a case of a firm which declined because of its inability to understand and respond to environmental challenges effectively.

2. Write short notes on the following :
 - (a) Branding strategies 10
 - (b) Different levels of product 10

3. Explain the term sales force management and highlight the qualities of a good salesman by using appropriate examples. 20

4. Explain the term promotion mix as well, discuss the major factors that influence the designing of an appropriate promotion mix. 20
5. What factors influence pricing decisions ? Briefly discuss different methods of setting prices. 20
6. (a) Discuss the concept of market segmentation and targeting. 10
- (b) Write a short note on sales forecasting. 10
7. Discuss the following terms in detail :
- (a) Blue Ocean strategy 10
- (b) Self-service stores 10
8. Write short notes on *any two* of the following : 20
- (a) Characteristics of services
- (b) Product life cycle
- (c) Channels of distribution.
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