

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

**Term-End Examination
December, 2011**

00080

MRS-004 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. (a) What is marketing ? Define the scope of marketing. 10
(b) Analyse product concept and selling concept. 10
2. Discuss about the company you are familiar with reference to "company orientation towards the market place". 20
3. Is consumer Behaviour more a function of a person's Age or Generation ? 20
4. Analyse, "Brands cannot be expected to last forever Vs. There is no reason for a brand to ever become obsolete" 20

5. (a) Define Performance Marketing 10
(b) "Integrated Marketing" The marketer's task. Analyse. 10
6. Discuss a marketing strategy with customer focus on operational efficiency and customer intimacy. 20
7. (a) What is Marketing Communication ? 10
(b) What are the characteristics of Marketing Communication mix ? 10
8. (a) What is marketing Audit ? 10
(b) What are the components of Marketing Audit ? 10
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