

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

**Term-End Examination**

**June, 2011**

**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) Define marketing. Briefly explain the marketing mix elements with the help of suitable-examples. 10
  - (b) Explain the relevance of social marketing with the help of an example. 10
  
  2. What are the different characteristics of services ? Explain them with the help of suitable examples. 20
  
  3. (a) What is the relationship between Marketing - mix and Marketing strategy ? 10
  - (b) Explain the role of : 10
    - (i) Advertising
    - (ii) Price in the marketing - mix with the help of suitable examples.

4. (a) What are the different principles of designing an organisation ? Explain with the help of an organisation. 10
- (b) What is a marketing organisation ? Explain the changing roles of marketing organisation. 10
5. Define marketing research. Explain the marketing research procedure and the applications of marketing research. 20
6. (a) Define consumer behaviour. What are the determinants of consumer behaviour ? 10
- (b) What are the advantages and limitations of consumer behaviour studies for an organisation ? Explain with the help of suitable examples. 10
7. (a) What is a product ? What are the different types of products ? How the marketing strategy varies for consumer products and industrial products ? 10
- (b) Explain the Product - Life Cycle concept with the help of suitable examples. 10

8. What is Cyber marketing? Explain the differences between cyber marketing and the conventional marketing with the help of suitable examples. Also, explain the advantages and limitations of cyber marketing. 20
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