

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

**Term-End Examination
June, 2011**

MRS-004 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. (a) Describe the role of marketing in society. 10
(b) How does a marketer manages the process of marketing ? 10

2. Discuss the issues that come up when the marketers try to influence and manage demand. 20

3. (a) Compare and contrast the product concept with the production conception of marketing. 10
(b) Outline the major components of the marketing strategy for a new product and briefly explain them. 10

4. In light of the changes witnessed in the marketing, examine the preparedness of Indian marketing managers to face the upcoming challenges. 20
5. Explain market segmentation and describe its relevant aspects. 20
6. (a) What is market targeting ? When and why it is done ? 10
(b) Taking examples, describe and then explain positioning. 10
7. Discuss the concept of Holistic marketing. What improvements it has made over other philosophies of marketing ? 20
8. Write short notes on the following : 10x2=20
(a) Brand equity from customer perspective.
(b) Marketing strategy audit.
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