

**MASTER OF BUSINESS ADMINISTRATION  
(MBACN)**

**Term-End Examination**

**December, 2013**

**MCN-004 : MARKETING MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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

1. Determine relevant attributes and characteristics of customer satisfaction based on consumer's perspectives. Establish customer satisfaction goals for each of their attributes. 20
2. "In a freemarket system, a business exists in a dynamic environment in which technological innovation, economic fluctuations, changing communities and lifestyles, as well as political change continually alter the environment and ultimately affect". Explain and elucidate. 20
3. What is marketing orientation ? How will you find out the level of marketing orientation of a firm ? 20
4. What are the method to monitor customer satisfaction ? How will you measure customer satisfaction ? 20

5. Explain the various methods of demand forecasting. Point out their merits and demerits. 20
6. Briefly comment out **any four** of the following : 5x4=20
- (a) Target marketing involves evaluating the market segments.
  - (b) Primary marketing activity in transport.
  - (c) Marketing indicates that all marketing actions should be aimed at satisfying customer needs.
  - (d) Social marketing is also called social responsibility.
  - (e) Market intermediaries are an integral link between the producer and the final buyers.
7. Distinguish between **any four** of the following : 5x4=20
- (a) Economic man and Marketing man.
  - (b) Product Branding and Product packaging.
  - (c) Targeting and Positioning
  - (d) Shopping and Virtual shopping
  - (e) Technological Environment and Natural Environment.
8. Write short notes on **any four** of the following : 5x4=20
- (a) Managerial judgement
  - (b) Middleman
  - (c) Pure marketing
  - (d) Demographic change
  - (e) Marketing in economic crisis
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