

**MASTER OF BUSINESS ADMINISTRATION
(MBACN)**

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**Term-End Examination
December, 2013**

MCN-047 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note : Answer any five of the following. All questions carry equal marks.

1. Explain macro environmental changes in India and their impact on marketing. 20
2. What are the determinants of consumer behaviour ? 20
3. How does industrial consumer behaviour differs with that of household consumers ? 20
4. What do you mean by positioning ? Analyze the positioning strategies of Airtel and Idea cellular services. 20
5. What are the stages in the development of a new product ? How a new product is introduced ? 20

6. How do you differentiate marketing of goods with that of services ? What are the challenges in services marketing ? 20
7. Explain various strategies for sales promotion of consumer goods, in India. 20
8. Write short notes on the following.
- (a) Multichannel system 10
 - (b) Relationship marketing 10
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