

MASTER OF BUSINESS
ADMINISTRATION (RETAIL SERVICES)
(MBARS)

Term-End Examination
December, 2013

MRS-004 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions.

All questions carry equal marks.

1. Define marketing and explain its importance in the economic development of a country. 20
2. What are the different elements of marketing mix ? Explain with examples. 20
3. Explain the key features and issues in retail marketing. 20
4. Write notes on the following : 20
(a) Relationship marketing
(b) Brand valuation
5. Explain marketing strategy and discuss what are its dimensions. 20
6. Write notes on the following : 20
(a) Internet marketing
(b) Brand loyalty

7. Explain the process and advantages of market segmentation. 20
8. Write notes on the following : 20
- (a) Holistic Marketing approach
 - (b) Brand Positioning
-