

**MASTER OF BUSINESS ADMINISTRATION
(MBAEV)**

00850

Term-End Examination

December, 2014

MCN-047 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. What are the changes taking place in the macro environment in recent years and their impact on marketing? 20

2. What demographic and psychographic factors should Tata Motors examine for segmenting the Indian market for Nano car ? Give reasons in support of your answer. 20

3. Briefly outline the various stages in the development of new products. Give examples. What are the barriers to the development of successful new products? 20

4. How do you differentiate services marketing from goods marketing ? 20
 5. How can you apply marketing principles to an educational institution ? 20
 6. What brands and products do you feel successfully “speak to you” and effectively target your age group ? Why ? Which ones do not ? Give examples. 20
 7. What are the sales promotion strategies used to promote sales in consumer market ? 20
 8. Write short notes on the following : 10+10=20
 - (a) Product Positioning
 - (b) Segmenting business markets
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