

00523

**MASTER OF BUSINESS ADMINISTRATION
(FULL TIME PROGRAMME)**

Term-End Examination

June, 2012

MCN-004 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. "Marketing activities should be carried out under a well-thought-out philosophy of efficient, effective and responsible marketing." Critically examine the statement. What philosophy should guide the firm's marketing efforts? Illustrate your answer with suitable examples.
2. Briefly describe the various elements of marketing mix. Illustrate your answer with examples.
3. How the major components of the firm's micro and macro environment likely to impact its marketing strategy? Explain with suitable examples.

4. 'Marketing intermediaries increase the cost of the product and so should be avoided'. Do you agree with the statement ? Give reasons in support of your answer.
5. What promotion blend would be most appropriate for producers of the following established products ? Give reasons.
(a) Hair dryer (b) Car batteries
6. Briefly outline the various stages in the development of new products. Give examples. What are the barriers to the development of successful new products ?
7. Explain the major differences between the traditional and modern concepts of salesmanship. Give suitable examples.
8. Write short notes on *any two* of the following :
 - (a) Blue ocean strategy
 - (b) Sales forecasting methods
 - (c) Strategic market planning
 - (d) Market segmentation