

**MASTER OF BUSINESS ADMINISTRATION
(NETWORK INFRASTRUCTURE
MANAGEMENT)
(MBANIM)**

Term-End Examination

June, 2012

MCR-003 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. (a) Distinguish goods marketing with services marketing. 10
(b) Explain the elements of Marketing mix in the context of goods and Services. 10
2. Explain the importance of marketing research. 20
What are the stages in the development of marketing research plan ?
3. Explain consumer decision making process. What factors influence consumer buying behaviour ? 20
Discuss with examples.
4. Discuss the stages in new product development process, Take example of a product category to explain the importance of developing appropriate -'Product concept in order to make it appealing to market. 20

5. (a) Packing is called a silent salesman - Discuss. 20
(b) Characteristics of a good brand name.
6. Explain the importance of integrated marketing communications. How would communication mix differ in case of 20
(a) Consumer good
(b) Industrial product.
7. How to develop channel network for FMCG products ? Discuss the effects of channel conflicts. 20
8. Answer *any two* of the following : 10x2=20
(a) Marketing organization
(b) PLC
(c) Marketing and public policy
-