

00583

**MASTER OF BUSINESS  
ADMINISTRATION (RETAIL)  
(MBARS)**

**Term-End Examination**

**June, 2012**

**MRS-004 : MARKETING MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

---

*Note : Answer any five questions.*

*All questions carry equal marks.*

---

---

1. (a) Define marketing concept. 10  
(b) What is Marketing innovation ? 10
2. Identify the steps in Marketing Research process. 20
3. Identify a product of consumer durable. Derive a brand strategy. 20
4. (a) What is marketing communication ? 10  
(b) Explain the elements of communication mix. 10
5. "Marketing Management is largely an artistic subjective exercise or a scientific exercise". Discuss. 20

6. (a) Is service marketing different from goods marketing ? 10  
(b) How can you apply marketing principles to a Educational Institution ? 10
7. What brands and products do you feel successfully "Speak to you" and effectively target your age group ? Why ? Which one do not ? Give examples. 20
8. (a) What is building brand equity ? 10  
(b) What is brand audit ? 10
-