

00630

**MASTER OF BUSINESS ADMINISTRATION
(MBACN)**

Term-End Examination

June, 2013

MCN-047 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note : Answer any five of the following. All questions carry equal marks.

1. What are the changes taking places in the global environment in recent years and their impact on marketing ? 20
2. What is perception ? Explain the perceptual process of consumers. 20
3. What is market segmentation ? Suggest segmentation strategies for a mobile phone in India. 20
4. What are the marketing strategies used to satisfy customers ? How would you retain customers ? 20
5. What are the strategies for managing product life cycle at different stages ? 20

6. 'FDI in retailing is going to affect the India's retailing scenario' Substantiate. 20
7. 'Advertising is a social waste' . Do you agree ? 20
State your views with appropriate examples.
8. Write short notes on the following :
- (a) Product mix 10
- (b) Market targeting 10
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