

00459

MASTER OF BUSINESS
ADMINISTRATION (RETAIL SERVICES)
(MBARS)

Term-End Examination
June, 2013

MRS-004 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. Briefly explain the concept of marketing orientation. How it is different from the sales orientation ? Illustrate.
2. Discuss the challenges being faced by marketing managers in times of slowdown of economy. Illustrate.
3. Describe the concept of integrated marketing. Give suitable examples.
4. Explain why a firm should view its internal and external activities as part of a total system ? Illustrate your answer for :
 - (a) Electronic Goods
 - (b) Mobile Phone Service

5. What do you understand by 'positioning strategy' ? Discuss the positioning adopted by Tata Nano.
 6. Describe the role and importance of relationship marketing. Give suitable examples.
 7. Using a suitable example, explain the concept of brand equity.
 8. Write short notes on *any two* of the following :
 - (a) Holistic marketing
 - (b) Socially responsible marketing
 - (c) Relationship marketing
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