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**EXECUTIVE MBA (EXMBA)**

**Term-End Examination**

**December, 2010**

**MCT-055 : MARKETING MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. (a) "Marketing is both an "art" and a "science". 10  
Explain.
- (b) How would you connect the marketing 10  
ability with a firm's financial success ?
2. Discuss the macroenvironmental variables to be 20  
considered by a marketing manager.
3. (a) What is market segmentation ? Why it is 10  
required ?
- (b) Explain market targeting. How it is useful ? 10

4. Select a product category to explain the consumer buying decision making process. 20
5. Discuss the steps to develop a new market offering. 20
6. (a) What is branding? Why would a marketer require a strategy for it? 10
- (b) How do companies adapt their pricing structure to suit the geographical and market segment demands? 10
7. Why is marketing communication needed? Discuss the prominent platforms used in the integrated communications mix of a marketer. 20
8. Write short notes on the following : 10x2=20
- (a) Industrial buying behaviour.
- (b) Levels of channel.
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