

00848

**MASTER OF BUSINESS ADMINISTRATION
(FULL TIME PROGRAMME)**

**Term-End Examination
June, 2011**

MCN-004 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. "Marketing is a wider term than selling." Explain 20
the statement by differentiating between
marketing and selling. Use appropriate examples
to justify your stance.

2. Explain the term 'Marketing Mix' along with 20
detailing all the 'Ps' involved in Marketing Mix.
Illustrate the use of Ps with the help of an example.

3. Discuss the key elements of a branding process. 20
Comment on 'Microsoft' as a brand by discussing
critical elements that made it so successful as a
brand.

4. "Service is a product just delivered in real-time". 20
Comment upon the above statement. Discuss the similarities and differences that exists between marketing of products and marketing of services.
5. The scissors effect on Price Margin is different than 20
Waffer-thin Margins. Explain the two term and which is more efficient in today's scenario ?
6. Define sales forecasting. Explain different 20
techniques of sales forecasting in detail.
7. "Environmental Scanning drives marketing 20
strategy". Explain how important is understanding of environment for a marketing professional. Use an example to explain how your understanding of present day environment will help you to market a MBA course.
8. Write short notes on the following :
- (a) Targeting and Positioning 10
- (b) Pricing Methods 10
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