

EXECUTIVE MBA (EXMBA)

Term-End Examination

June, 2011

00233

MCT- 055 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. (a) Explain marketing and discuss its process. 10
(b) Discuss the internal environment of the marketing organization. 10

2. How does a marketer evaluates and selects a market segment ? 20

3. (a) Explain psychographic segmentation of market. 10
(b) Identify and explain the common positioning errors committed by the marketers. 10

4. Compare and contrast the consumer with the industrial buying behaviour. 20

5. Discuss the importance and steps of conducting marketing research. 20
6. (a) Discuss briefly the chief attack strategies that a market challenger can use. 10
- (b) Explain the concept and utility of product life cycle concept. 10
7. Take an example to discuss the five product levels a marketer needs to address while planning for a product strategy. 20
8. Write short notes on the following : 10x2=20
- (a) Discriminatory pricing
- (b) Five M^S of advertising
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