M. B. A.
(SEM. II) EXAMINATION. 2006-07
MARKETING MANAGEMENT

Time : 3 Hours] [Total Marks : 100

Note : (1) Attempt all questions.
(2) The figures in right side indicate the marks.

1 Answer any four of the following in about 250 words each :

5x4

a) State and explain briefly the major elements of the marketing environment.

b) Give the reasons for growing importance of marketing research in the present day economy.

c) "Money spent on advertising is a waste." How far do you agree with this statement?

d) Explain the importance of rural marketing in India.

e) Enumerate the various service rendered by the wholesalers as an important channel of distribution.

f) ‘Marketing decisions are generally influenced by pricing’. Explain this statement by giving examples.
2 “Marketing management is a total system of business activities designed to plan, promote and distribute want-satisfying goods and services to present and potential consumers” – stanton. Amplify this statement and give the importance of marketing in a developing economy like India.

OR

2 Give the importance of planning and demand forecasting in developing the market strategies of a business enterprise. Why should an effective marketing plan be based on the financial and non-financial objectives?

3 a) Explain the concepts of ‘Market segmentation’ and ‘Market Targeting’ by giving examples.
   b) The foundation of modern marketing management is based on the concept of marketing – mix. Briefly discuss this statement.

OR

3 What are the different steps involved in the control of market activities? Explain how a sales budget is an instrument of profitability analysis.

4 a) Explain and illustrate the concept of the ‘Product Life Cycle’. What is the use of this concept in formulating the marketing strategies?
   b) Highlight some of the important determinants of the promotion – mix.

OR

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4 a) Explain with examples, how advertising is an effective tool of marketing communication.  
   b) What should be the essential qualities of a successful salesman?  

5 Write notes on any two of the following:  
a) Elements of a buying decision process  
b) Product branding and packing  
c) Designing a marketing organization  
d) Importance of Retailing in India  
e) Need for the study of global marketing.