MBA 07 R

Second Semester
General, Finance, Marketing, HRM, IB, RM, Tourism
OSCM, IM, HM
Paper –VII — MARKETING MANAGEMENT
(2012 – 2013 Batch onwards)

Time : Three hours Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain Modern concept of Marketing? How does it's differ from Traditional concept?

2. What is Market Segmentation? How it is useful for a Manufacturer?

3. What is meant by product life Cycle? Explain its concept with examples.

4. What are the services rendered by Whole Sellers and Retailers?

5. What is an Advertising agency? What functions are performed by such agencies?
1. What are the special features of consumer goods?

11. Examine the factors that are to be taken into account while introducing a new product. Illustrate a marketing strategy.

10. What is market segmentation? Discuss the importance of market segmentation in developing a marketing strategy.

9. Marketing is the creation and delivery of standards of living. Do you agree with this statement?

3. Enumerate the different classes of consumer goods.

6. What are the factors that should always be considered while making pricing decisions?

5. What do you mean by consumer orientation? Discuss marketing orientation important in a seller’s market.
13. Explain sales promotion? What sales promotion strategies you would recommend for the products?
(a) Laptop computers
(b) Tourist operators and
(c) Lipsticks

14. "Advertising is a waste of resources in a developing country like India" — Do you agree.

15. If you were the sales manager of a computer firm, what personality factors will you give more weight age in selecting sales persons? Why?

16. What you mean by channels of distribution? What channels of distribution would you institute for marketing the following?
(a) A soil drink
(b) An industrial chemical and
(c) Computer software.

Justify your answer.
significant economies of scale. 

...technology of Caterpillar plant and to provide advantage of manufacturing expertise and produced on an assembly line, to take and build only machines that can be designed principle of the product strategy is to design machines within nearly infinite product line which offers over 100 different product lines, each capable of performing on job sites as small as a residential plot or as large as the Alaskan field. The third aspect of product strategy is to offer a full line of products. These simple machines are capable of performing on job sites as small as a residential plot or as large as the Alaskan field. The third aspect of product strategy is to offer a full line of products.