

FACULTY OF MANAGEMENT

MBA (CBCS) I – Semester Examination, January 2018

Subject: Marketing Management

Paper Code – MB – 103

Time: 3 Hours

Max.Marks: 80

Note: Answer all the questions.

**PART – A (5x4 = 20 Marks)
[Short Answer Type]**

- 1 Marketing mix
- 2 Features of International Market
- 3 Stages in New Product Development
- 4 Seven Os structure
- 5 Global Marketing Organization

**PART – B (5x12 = 60 Marks)
[Essay Answer Type]**

- 6 a) Define 'Marketing'. Examine the different objectives of Marketing Management.

OR

- b) What is Global Marketing? Distinguish between domestic marketing and global marketing.

- 7 a) What is meant by Market Segmentation? Explain the bases for market segmentation.

OR

- b) Is sales forecasting compulsory? Briefly write about different methods of sales forecasting.

- 8 a) What are the stages involved in a product life cycle? Explain with the help of an example of a product of your choice.

OR

- b) "Expenditure on Advertising is not Waste". Do you agree or not? Give reasons.

- 9 a) What are the various factors which are influencing consumer behaviour in the present day Marketing Environment?

OR

- b) What is meant by Services Market? What are its characteristics?

- 10 a) What is a Marketing Organization? What are the types of Marketing Organization?

OR

- b) What do you understand by the concept of Marketing Audit? Examine its need and significance.