

12/11/2020

Code No. 12033

**FACULTY OF MANAGEMENT**

**M.B.A. I – Semester (CBCS) Examination, November 2020**

**Subject: Marketing Management**

**Paper – MB – 1.3**

**Time: 2 Hours**

**Max.Marks: 80**

**PART – A**

**Note: Answer any four questions.**

**(4x5 = 20 Marks)**

- 1 Marketing programme
- 2 Unique Selling Proposition
- 3 Delphi Technique
- 4 Merchandising
- 5 Annual Plan Control.

**PART – B**

**Note: Answer any four questions.**

**(4x15 = 60 Marks)**

6. Discuss the role of a company's micro environment in influencing its marketing strategy.
7. Discuss in detail the need for a company's orientation towards marketing concept.
8. Explain the various techniques for demand measurement and sales forecasting.
9. What is market targeting? What are the steps involved in marketing targeting?
10. What are the issues and challenges of online marketing?
11. What is sales promotion? Explain the various tools of sales promotion.
12. Explain the variables influencing industrial buying behaviour.
13. Explain the strategies and prospects of services marketing.
14. Differentiate and discuss profitability control and strategic control.
15. What are the various structures of the marketing department?

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