

FACULTY OF MANAGEMENT

M.B.A. I – Semester (CBCS) Examination, January / February 2020

Subject: Marketing Management

Paper Code – MB – 103

Time: 3 Hours

Max.Marks: 80

PART – A (5x4 = 20 Marks)

[Short Answer Type]

Note: Answer all the questions in not more than one page each.

- 1 Expanded Marketing Mix
- 2 Geographic Segmentation
- 3 Sales Promotion
- 4 Services Markets
- 5 Concept of Marketing Audit

PART – B (5x12 = 60 Marks)

[Essay Answer Type]

Note: Answer all the questions by using internal choice in not exceeding four pages each.

- 6 a) Discuss in detail about Micro environment.  
OR  
b) What do you mean by marketing program and marketing strategy? Explain their significance.
- 7 a) What are the bases for segmentation of consumer markets? Explain.  
OR  
b) What is meant by product positioning? Explain various positioning strategies.
- 8 a) What suggestions do you offer when a product is in:  
i) Introduction stage  
ii) Decline stage  
OR  
b) Write in detail about various pricing strategies.
- 9 a) Explain in detail about services Marketing.  
OR  
b) List out the stages involved in adoption process.
- 10 a) What are the factors affecting global marketing organization.  
OR  
b) Write in detail about:  
i) Efficiency control  
ii) Profitability control.

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