

Code: 9E00203

MBA II Semester Regular & Supplementary Examinations, October/November 2013

MARKETING MANAGEMENT

Time: 3 hours

Max Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 Explain in brief:
 - (a) Production concept.
 - (b) Product concept.
 - (c) Sales concept.

- 2 Differentiate between market segmentation and market targeting.

- 3 Enumerate PLC as a tool for marketing strategy.

- 4 What are the stages in new product development? Explain.

- 5 What are the objectives of pricing? Explain.

- 6 Explain the recent trends in retailing with suitable examples.

- 7 Explain the role of communication in marketing management with the relevant examples.

- 8 Enumerate the recent trends and growth of rural marketing.
