

Code No: 07MB205

**M.B.A - II Semester Supplementary Examinations, January-2009
MARKETING MANAGEMENT
(Common to R05 & R07)**

Time: 3 hours

Max Marks: 60

**Answer any FIVE Questions
All Questions carry equal marks**

1. Explain clearly the production, product sales, marketing and societal marketing concept of marketing.
2. (a) What is the importance of forecasting of demand?
(b) What are the components of marketing information system?
3. (a) Explain the difference between product differentiation and product positioning.
(b) What is a niche market?
(c) Describe the criteria for effective segmentation.
4. What is PLC? How does it serve the purpose of initiating suitable marketing strategy?
5. Explain the various methods of pricing.
6. (a) What do you understand by levels of channel?
(b) What are the types of retailers you come across?
7. (a) What is direct marketing?
(b) How do you plan sales force size?
(c) What type of training is required for development of sales force?
8. What are the components of sales efficiency control? Elaborate your answer.
