

00938

**MASTER OF BUSINESS ADMINISTRATION  
(MBACT)**

**Term-End Examination**

**December, 2011**

**MCT-019 : MARKETING MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Attempt any five questions. All questions carry equal marks.*

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1. "Marketing is the creation and delivery of standard of living." Do you agree with this statement ? Explain the meaning of modern marketing concept. 20
  
2. "An enterprise is an open adopting system of living in its own environment and strives to achieve its objectives through interaction, integration and co-ordination ." Comment. 20
  
3. What is market segmentation ? How is it different from product differentiations ? What criteria would you keep in mind while segmenting a market for two wheelers ? 5x4=20

4. Differentiate between the following : 5x4=20
- (a) Advertising and publicity
  - (b) Wholesalers and retailers
  - (c) Marketing mix and promotion mix
  - (d) Pricing of domestic product and pricing of foreign product.
5. (a) Explain the process of communication in marketing. Give some examples. 7+3=10
- (b) What is promotion mix ? Explain its determinants. 4+6=10
6. Sometimes even a well established company tries to promote only the individual brand and keeps its own name as secret. Explain this strategy. 20
7. Write short notes on the following : 5x4=20
- (a) Penetration pricing
  - (b) AIDA
  - (c) Warehousing
  - (d) Break even pricing
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