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**MASTER OF BUSINESS ADMINISTRATION
(NETWORK INFRASTRUCTURE
MANAGEMENT)
(MBANIM)**

Term-End Examination

December, 2011

MCR-003 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions. All questions carry equal marks.

1. (a) Explain business orientations to marketing. 10
What is the role of marketing in a developing economy ?
- (b) Explain any two of the following : 5x2=10
 - (i) Needs and wants
 - (ii) Customer satisfaction
 - (iii) Customer demand
2. What are the bases for market segmentation ? 20
Develop a segmentation plan for Mobile phones.
3. Explain the usefulness of the study of consumer behaviour in designing marketing strategy with respect to product, price, place and promotion decisions. 20

4. What is product mix ? Explain product mix management strategies using examples of any two companies. 20
5. Why branding decisions are considered important in marketing ? Explain different types of branding strategies that firms follow, with the help of examples. 20
6. Explain the factors that must be considered while pricing a product. 20
7. Explain why sales forecasting is important. Discuss various methods of sales for casting. 20
8. Answer *any two* of the following : 10x2=20
- (a) Cyber marketing
 - (b) DAGMAR
 - (c) Product life cycle
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