

M. B. A. Examination.
Semester 2. April 2016.
Marketing management.

3653

Time : 2 hours and 30 minutes.

Total Marks : 70.

1. Give concept of marketing. Explain company orientations towards the market place. (14)

Or

Write a note on marketing environment.

2. Write a note on demand measurement and forecasting. (14)

Or

With examples, explain factors influencing consumer behaviour.

3. What is differentiated and undifferentiated marketing ? Explain segmentation and targeting with examples. (14)

Or

Write a note on branding decisions.

4. What is product ? How product can be classified ? Explain product brand relationship. (14)

Or

How service as a product is different to good as a product ? Also explain pricing strategies in brief.

5. Write about direct marketing and E commerce. Also write about wholesaling and retailing. (14)

Or

5. Write a note on tools of promotion.
