

## FACULTY OF MANAGEMENT

M.B.A. (CBCS) I – Semester Examination, February 2017

Subject: Marketing Management

Paper Code – MB – 103

Time: 3 Hours

Max.Marks: 80

**Note: Answer all the questions from Part-A and Part-B.  
Each question carries 4 marks in Part-A and 12 marks in Part-B.**

**PART – A (5x4 = 20 Marks)  
[Short Answer Type]**

- 1 What do you mean by marketing mix?
- 2 Explain the importance of product differentiation.
- 3 Briefly describe the promotion mix.
- 4 What are the characteristics of industrial buyer?
- 5 What is Efficiency Control?

**PART – B (5x12 = 60 Marks)  
[Essay Answer Type]**

- 6 a) What is marketing? What are the major responsibilities of marketing manager?  
**OR**  
b) Enumerate the controllable and uncontrollable variables in the marketing environment.
- 7 a) What is segmentation? Describe the conditions essential for successful market segmentation.  
**OR**  
b) Briefly explain various competitive situations in marketing.
- 8 a) Discuss the strategies relating to the product planning and development.  
**OR**  
b) What is channel conflict? Explain the mode of resolving the channel conflict.
- 9 a) Explain the black box model of consumer behaviour.  
**OR**  
b) Distinguish between product and service. What are the peculiar features of services?
- 10 a) What is Global Marketing? What are the features of global marketing?  
**OR**  
b) What is Marketing Audit? What are the objectives of Marketing Audit?

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