

Code: 9E00203

MBA II Semester Supplementary Examinations, March 2013

**MARKETING MANAGEMENT**

Time: 3 hours

Max Marks: 60

Answer any FIVE questions

All questions carry equal marks

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- 1 Illustrate the following:
  - (a) Production concept.
  - (b) Sales concept.
- 2 What are the segments of marketing? Explain each segment.
- 3 Explain product life cycle with suitable examples.
- 4 Explain the following:
  - (a) Idea screening.
  - (b) Concept testing.
  - (c) Commercialization.
- 5 What are the methods of pricing? Explain with suitable examples.
- 6 What are recent trends in retailing? Illustrate with examples.
- 7 Enumerate the role of communication in marketing.
- 8 Explain the objectives of sales force.

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