

Code :9E00203

**M.B.A-II Semester Supplementary Examinations, January 2011**  
**MARKETING MANAGEMENT**  
(For students admitted in 2009-2010 only)

Time: 3 hours

Max Marks: 60

**Answer any FIVE questions**  
**All questions carry equal marks**

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1. (a) Explain the core marketing concepts and their linkages to one another. Give examples.  
(b) Write short notes on:
  - i. Demand
  - ii. Needs and wants
  - iii. Soceital marketing concept
2. Discuss how market segmentation, target marketing and positioning are interrelated. Give examples.
3. Discuss the process involved in new product development.
4. Explain the relevance of understanding a product life cycle concept for a marketing manager.
5. As the president of a newly established computer company, you must decide between penetration price of skimming price policy. Explain the factors you would consider in making your choice.
6. What is a marketing channel? List the channel functions and flows.
7. "Integrated communication is vital for effective promotion". Comment.
8. Answer the following:
  - (a) Rural marketing
  - (b) Direct marketing

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