MBA II Semester Examination
June 2013
Subject – Marketing Management
Code -- MSL-504

Time Allowed: 03 hours. Maximum Marks: 100

Before answering the question paper the candidate should ensure that they have been supplied the correct question paper. Complaints in this regard, if any, shall not be entertained after the examination.

Note: Attempt any five questions and all questions carry equal marks.

1. What do you understand by Marketing Mix? Elaborate on various constituents of Marketing Mix.

2. Explain the need for Marketing Information System. Describe in brief the sources of Marketing Information.

3. Describe various stages of a typical Product Life Cycle. How is it useful for making marketing decisions?

4. Explain the need for Market Segmentation. Also explain various bases for segmentation used by marketers. Give suitable examples in support of your answer.

5. Describe in brief the nature of various Promotion tools used by marketers. How Sales Promotion is different from the other three Promotion tools?

6. Write short notes on:
   i) Brand fingerprinting
   ii) Public Relations