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Total Number of Pages: 01

**MBA
MGT106**

1st Semester Back Examination 2017-18

MARKETING MANAGEMENT - I

BRANCH(S): MBA

Time: 3 Hours

Max Marks: 70

Q.CODE: B753

Answer Question No.1 which is compulsory and any five from the rest.

The figures in the right hand margin indicate marks.

- Q1 Answer the following questions: (2x10)**
- a) Why environmental analysis is carried out?
 - b) What do you understand by marketing myopia?
 - c) How do you differentiate between consumer and buyer?
 - d) What is marketing concept?
 - e) What is bottom of the pyramid concept in marketing?
 - f) Differentiate between marketing and selling.
 - g) What is 80:20 principle?
 - h) What do you understand by niche marketing?
 - i) Why consumers' mind is called as a black box?
 - j) What is customer delight?
- Q2 Enumerate the steps involved in a consumers' buying decision process, by taking the example of a 3D television. (10)**
- Q3 State the constituents of an effective marketing plan. Outline the criteria to evaluate a marketing plan. (10)**
- Q4 How marketing management is an integral part of business management? Discuss the nature and scope of marketing management. (10)**
- Q5 Explain the bases for segmenting the consumer market. What do you mean by STP? (10)**
- Q6 "The present business environment is quite turbulent and dynamic and to cope with the same, a proper analysis of environmental factors is highly desired". Discuss the various environmental factors to be analyzed. (10)**
- Q7 What do you understand by demand? What are the determinants of demand? Why demand supply management is required? (10)**
- Q8 Write short notes on (any TWO) : (10)**
- a) Social impact of marketing
 - b) Marketing mix
 - c) Demand forecasting