

Code: 07MB205

MBA - II Semester Supplementary Examinations, August/September 2012

**MARKETING MANAGEMENT**

(For students admitted in 2008 only)

Time: 3 hours

Max Marks: 60

Answer any FIVE questions  
All questions carry equal marks

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- 1 Give a detailed account of Indian marketing environment.
- 2 What are the demand forecasting methods?
- 3 Explain segmentation, targeting and positioning for a new product lip-stick for men.
- 4 What are the stages in the new product development?
- 5 Explain different pricing methods.
- 6 What are the different marketing channel levels?
- 7 What are the different sales promotion strategies adapted by FMCG companies?
- 8 Explain different marketing organization structures.

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