**Sreenidhi Institute of Science & Technology**

A14

**(An Autonomous Institution**)

**Code No: 4Z104**

**MBA I - YEAR I - SEM, February, 2015 (Regular)**

**MARKETING MANAGEMENT**

**Time: 3 Hours Max. Marks: 60**

**Note: No additional answer sheets will be provided.**

**Part – A**

**Max. Marks: 10**

**Answer all the QUESTIONS**

1. What is Marketing Philosophy?

2. What are Ethics in MR?

3. How product life cycle is found?

4. What are the different methods of public relations?

5. How price cuts can be done?

6. What is rural marketing?

7. What is market segmentation?

8. Explain different techniques of strategic decisions.

9. What do you understand by the term sales promotion?

10. What are obstacles in marketing control?

**Part – B**

**Max. Marks: 50**

**ANSWER ANY FIVE. ALL QUESTIONS CARRY EQUAL MARKS.**

1. Write in detail about marketing management and its philosophies.
2. What is market segmentation? What are the bases for market segmentation? Also write about segmenting consumer markets.
3. Write about the stages in new product development.
4. What are the characteristics of communication strategies?
5. What is marketing control? What are the different marketing controls the management can exercise?
6. What is marketing organization? What are the factors influencing global organization?
7. What are the methods of pricing and explain the method of selecting final price?

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