

Roll No.

Total No. of Pages : 03

Total No. of Questions : 17

MBA (2018 Batch) (Sem.-2)
MARKETING MANAGEMENT
Subject Code : MBA-203-18
M.Code : 76155

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

Write briefly :

1. What do you mean by consumer behaviour?
2. What is a customer relationship management?
3. What are the marketing concepts?
4. What is product life cycle?
5. What is meant by product mix?
6. Difference between Marketing and Market.
7. What is Market Segmentation?
8. What are the objectives of advertising?

SECTION-B

UNIT-I

9. Define Marketing Management. Explain the importance of Marketing Management.
10. Explain Consumer buying behaviour. Describe the factors that determines consumer buying behaviour.

Marketing Management Nquestion Paper

K. Muthukumar ,A. Panimalar

Marketing Management Nquestion Paper:

08 PGT Commerce Chapter-wise Question Bank - Unit 8: Human Resource Management & Marketing Management

Dheeraj Kumar Singh, *Marketing management* Ankur Mowar,2022-11-04 My book on Marketing Management covers the topics that are needed for students of courses like BBA BBM MBA and other management streams I hope that this book will be helpful to students of management courses This is the first edition of my book **Marketing Management K.**

Muthukumar ,A. Panimalar ,2022-01-01 Discover the comprehensive Marketing Management e Book designed specifically for MBA II Semester students of Anna University Chennai Published by Thakur Publication this invaluable resource provides in depth insights into the principles and practices of marketing empowering aspiring business leaders with the knowledge and strategies needed to excel in the dynamic world of marketing Get ready to enhance your marketing acumen and achieve academic success with this essential e Book UGC NET Paper 2 Management Chapterwise Question Bank | Solved

Questions with Detailed Explanations | Based on Updated Exam Pattern ,2026-03-06 Prepare effectively for the UGC NET Management Examination with this comprehensive Chapterwise Question Bank designed according to the latest NTA UGC NET syllabus and exam pattern The book organizes questions chapter wise enabling aspirants to focus on individual topics and strengthen their conceptual understanding of management principles business environment organizational behaviour marketing finance and human resource management Each question is accompanied by a clear and detailed explanation to help students understand the logic behind the correct answers This book includes exam oriented questions concept based practice sets and predicted questions for upcoming exams making it an excellent resource for both practice and revision It is designed for candidates preparing for Assistant Professor and Junior Research Fellowship JRF in Management Whether you are a first time aspirant or a repeat candidate this guide will help you improve accuracy build conceptual clarity and gain confidence for the UGC NET examination **Marketing Management: A textbook for university students** Kailas Sree

Chandran,2020-01-01 This book includes the basics of Marketing Management which is essential for any university course Includes topics like Marketing Environment Market planning Marketing mix Product life cycle market research segmentation targeting positioning Marketing research testing and launching promotion mix consumer behavior etc and other topics

International Marketing Management. The example of the Lemonaid Beverages GmbH Erik Hündling,2021-03-29

Seminar paper from the year 2021 in the subject Business economics Offline Marketing and Online Marketing grade 1 0 University of Applied Sciences K In RFH language English abstract The goal of this thesis is to find out if Lemonaid should take the opportunity to expand internationally and which market could be entered Furthermore it will be established how to approach and position Lemonaid in the market and deciding which market entry mode should be used to promises the best possible success This leads to the central question of this paper How could a best practice strategy for an international market entry of Lemonaid Beverages GmbH look like To answer this question firstly the current situation of Lemonaid is

assessed in terms of company resources and size as well as preparedness for internationalisation by using the Nine Strategic Window framework A potential market will be selected after it In the third chapter the market environment the competition in the market and Lemonaid s competitive advantages in the market are analysed For this purpose Porter s Diamond Porter s five forces and the competitive Triangle are used After the assessment and the result of the analysis the 4 P s Product Price Place Promotion are determined based on a comprehensive SWOT analysis Finally the market entry mode is derived in chapter 5 in respective of all the information analyses and data obtained In recent years consumer behaviour in terms of sustainability environmental awareness and social responsibility has changed significantly Consumers become gradually more aware of the consequences of their purchasing behaviour and pay more attention to environmental political and social responsibility It is assumed that this trend will continue even more in the future Based on this development it is expected that consumers demand for sustainable products and especially for products from companies in compliance with these mentioned values will increase strongly One company whose strategy and vision are based on the sale of sustainable eco friendly and fair trade soft drinks is the Lemonaid Beverages GmbH located in Germany The enterprise achieved strong growth rates in sales in the last years and distributes already in some countries outside of Germany The continuing increase in demand of sustainable products offers Lemonaid Beverages GmbH opportunities to enhance their success by expanding into new markets

Services Marketing Management Hans Kasper,Piet van Helsdingen,Wouter de Vries,1999-07-27
Services Marketing Management An International Perspective Services Marketing Management provides students with an understanding of services marketing in an international context Based on the authors views about the essence of marketing in concepts such as market orientation long term relationships quality and ultimately satisfaction this unique book includes the latest developments in Europe Northern America and Australasia The text is built around four themes The fundamentals of services marketing management A new classification of services based on an extensive overview of existing classifications The definition of four new types of services The increasing trend to the internationalization of services The benefits of this book are threefold the reader will have an understanding of services marketing management in both a national and an international context be able to manage a market oriented service organization and be able to deliver excellent service quality leading to long term relationships with customers and employees Numerous examples illustrate key points discussed in the text and each chapter concludes with a case study

Marketing Management Viewpoints Sherwood George Walters,1970
Hong Kong Marketing Management at the Crossroads ,1989 A Collection of Cases in Marketing Management H. Robert Dodge,William G. Zikmund,1987
Readings in Marketing: the Qualitative and Quantitative Areas Philip R. Cateora, Lee Richardson,1967
Marketing Series American Management Association,1930 Graduate Studies ,1991
Marketing Management Philip Kotler,Margaret H. Cunningham,Ronald E. Turner,2001 Appropriate for graduate and undergraduate courses in Marketing Management An international marketing classic the tenth edition of

Marketing Management highlights the most current trends and developments in global marketing from a Canadian perspective. The text prepares students for a decision making role in organizations through the managerial orientation of its approach. All the concepts and tools for analyzing any market and or environment are covered as well as the principles for measuring and forecasting marketing and techniques used for marketing segmentation targeting and positioning. Key themes developed in the tenth edition include Marketing for the 21st Century looking to the future trends in marketing and business changes in the marketplace E commerce and the Internet uses of technology marketing on the web using the web Customer driven marketing focus on the customer customer lifetime value customer retention delivering superior value customer satisfaction and Marketing around the globe trends problems in global marketing

Banking World ,1993 **Bulletin of the Operations Research Society of America** ,1973 *Price Policies and Marketing Management* Robert Athan Lynn,1967 *ABU Journal of Marketing Management* ,2006-06 *The Environment of Marketing Management* Robert J. Holloway,Robert Spencer Hancock,1974 **Cases in Marketing Management and Strategy** John A. Quelch,1996 For senior year undergraduate Marketing courses and first year MBA courses in Marketing International Asian Business The book provides a broad based approach to Asia Pacific marketing case studies Cases include studies on products and services consumer and business markets profit and non profit organizations Asian firms operating within and outside of the region as well as non Asian companies operating in Asia small and large enterprises manufacturing and trading businesses and low and high technology industries

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web of taxation can only be attributed to the fact that the tax administrations systems are not adjusted tax provisions are not properly enforced because of either on the fact of the inability to collect vat or on corruption reasons but the challenges of tax administration on the other side of the system get low attention *tulu 2007*

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wahrgenommen werden diese aussage klingt auf den ersten blick selbstverständlich sie lohnt aber eine nähere betrachtung wie die geschichte des umweltbewusstseins zeigt

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