

2009-JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY
MBA II SEMESTER SUPPLEMENTARY EXAMINATION
MARKETING MANAGEMENT

JANUARY-09

TIME-3HOUR
MARKS-60

ANSWER ANY FIVE QUESTIONS ALL QUESTIONS CARRY EQUAL MARKS

[12*5=60 MARKS]

1. Discuss the evolution of marketing concept. Explain the practice of marketing concept in relation to marketing in India.
2. What are the merits and demerits of market information system?
3. How market information system (MIS) helps in segmenting a market for a consumer goods marketing firm?
4. Explain the concept of product life cycle and discuss its application for fashion garment industry.
5. Discuss the influence of imitating price increases by companies on the market with relevant examples.
6. Explain the various elements of physical distribution in the management of distribution.
7. (a) Explain the various components of sales force management.
(b) In this global era, what strategies should be followed for effective sales force management.
8. What are the limitations and merits of Profitability Control?