**EMB-105**

**First Semester Executive MBA,**

**Examination Aug/Sep-2015**

**Marketing Management**

**Time:-3Hours Max. Marks: - 80**

**SECTION-A**

**Answer any five questions: (6\*5)**

1. Write a short note on product development.
2. What is perception?
3. Define the term suppliers.
4. What is marketing management?
5. Define the terms needs, wants and demands.
6. What is motivation?
7. Write a short note on the natural environment.
8. Write down the importance of sales forecasting.

**SECTION-B**

**Answer any two questions: (10\*2)**

1. Describe the different types of environment.
2. Critically examine the contact method of marketing research process.
3. Enlist and describe various marketing functions.

**SECTION-C**

**Answer any two questions: (15\*2)**

1. Evaluate various strategic marketing processes.
2. Describe the institutional and government marketers.
3. What is meant by the balancing customer and competitor orientations?