

MASTER OF COMMERCE
Term-End Examination
June, 2021

MCO-06 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 100
(Weightage : 70%)

Note : Attempt any five questions. Marks are given against each question.

1. What is marketing management ? Discuss the steps involved in the marketing management process. 4+16
2. "Market segmentation, targeting and positioning are inter-related." Discuss each one of them with examples. 20
3. (a) Explain the role that consumer plays in consumer buying process. 10
(b) Differentiate between the following : 5+5
 - (i) Marketing Information System and Marketing Intelligence System
 - (ii) Marketing Research and Market Research

Term Papers Marketing Management

David L. Loudon, Albert J. Della Bitta



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INDUSTRIAL MARKETING MANAGEMENT ,1995 Export Marketing Md. Rajibul Hasan, 2013-01-30 Seminar paper from the year 2011 in the subject Business economics Offline Marketing and Online Marketing grade Distinction University of Lincoln course Export Marketing language English abstract Globalization of business due to growing trade policy liberalization stability in monetary transactions regional economic integration convergence of customer preferences and technological advances have witnessed in the recent decades Katsikeas Samiee and Theodosiou 2006 Exporting comprises an attractive foreign market entry and expansion approach for firm especially those of small and medium size Moreover export market expansion has become more a matter of endurance than choice for many firms that face challenging economic conditions O Cass and Julian 2003 Children R Us is a small company of Bangladesh Moreover it manufactures baby strollers which are made of foldable aluminum frame four wheels and a length of canvas Furthermore it is necessary for the Children R Us to find out the direct export sales potential for its baby strollers by considering market selection market entry marketing communication price physical distribution In this paper the relevant literature and the application of literature are presented in case of taking baby stroller of Children R Us to the market of England In the first part of this essay the market selection will present that how Children R Us is going to select England for its baby strollers Later the second part will discuss which market entry mode Children R Us is going to select for entering into the England Then the third part will discuss two marketing communication methods which will be appropriate for the Children R Us Moreover the fourth part will discuss how Children R Us is going to finance its business to keep it solvent Finally it will discuss the benefits changes of Incoterms 2010 and describe one of the Incoterms in details which facilitate the physical distribution **Marketing Management in the 21st Century** Noel Capon, James M. Hulbert, 2001 This introduction to the role of marketing in the modern corporation both at the level of the firm and the marketing function focuses on what the prospective manager not

just the marketer needs to know about developing marketing strategy and managing the marketing process Kentucky Public Documents Kentucky. General Assembly,1907 *Marketing Management in China* Philip Kotler,Kevin Lane Keller,Taihong Lu,2009 This adaptation provides hard to find and well researched China cases that offer insights while covering a wide variety of contexts spanning international companies operating in China to Chinese companies that are beginning to venture overseas **Strategic Marketing Management Cases** David W. Cravens,Charles W. Lamb,1993

International Marketing Management Michael J. Thomas,1969 **Water Management** Padmanabhan Nair,Deepak Kumar (MBA.),2006 Water is at the root of life While it is seen as a free resource the supply distribution and maintenance of water require management This book also discusses to the inter basin transfer of water and water harvesting The book looks at water management **Subject Catalog, 1979** Library of Congress,1979 **Criteria to Assist Users of Marketing Research** American Marketing Association. Committee on Marketing Research Standards,Joseph C. Bevis,1962

Stanford Business ,1996 Public Service Management ,1928 **International Labour Documentation** International Labour Office. Central Library and Documentation Branch,1965 International Labour Documentation ,1965

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