

Department of Management Sciences (PUMBA)  
Executive MBA Programme – Internal Examination – MARCH-2013  
Subject : 201 – Marketing Management

Time : 1.5 hours

Max. Marks : 30

Note : All questions are compulsory and carry 10 marks each.

1. Explain following concepts with examples wherever necessary (any 4)
  - a. Selling Concept
  - b. Holistic marketing concept
  - c. Customer lifetime value
  - d. Segmentation
  - e. Customer Satisfaction and delight
  - f. Need, wants and demand

2. Explain Porter's Value Chain

**OR**

Explain the concept of BCG matrix for product portfolio planning.

3. What are the contents of a marketing plan?

**OR**

Describe the steps involved in marketing research process