

**University of Pune**  
**Department of Management Sciences**  
**MBA-BT Semester IV**  
**Mid-Sem Exams Feb 2011**

**406- Marketing Management SPL-III**

**Note:-**

**All Questions are compulsory and carry equal marks**

**Marks 20**

- Q1) Discuss the role, structure, functions and significance of marketing channels in designing a marketing channel system.
- Q2) “Managing the Sales Force is the key for survival and success for any marketing oriented organization.” Discuss.
- Q3) How has “Understanding The Customer” helped STARBUCKS to become one of the most successful coffee chain? Support your answer with concepts of consumer behavior.
- Q4) “Retailer is the most important link between the Company and the Consumer”. Discuss in detail.