

Con. 10757-12.

(REVISED COURSE)

KR-5586

( 3 Hours )

[ Total Marks : 100

- N.B. :** (1) Question No. 1 is compulsory.  
 (2) Attempt any four questions from remaining six questions.  
 (3) Figures to the right indicate full marks.  
 (4) Illustrate your answer with examples cases wherever possible.

1. Answer the following questions :— 20
  - (a) It is no longer enough to satisfy customers. You must delight them. Explain kotler views.
  - (b) Marketing is typically seen as the task of creating, promoting and delivering goods and services to consumers and business. Explain the scope of marketing.
2.
  - (a) What factors should a company review before deciding to go abroad. 8
  - (b) What are the major ways of entering a Foreign Market. 6
  - (c) To what extent must the company adapt its products and marketing program to each country. 6
3.
  - (a) How to ascertain competitors strategies, objectives strengths, and weakness and reaction patterns ? 8
  - (b) When should the company initiate a price change and how should it respond to a competitors price change ? 6
  - (c) How does market research help in marketing. 6
4.
  - (a) What decisions do companies face to designing a sales force ? 8
  - (b) What do you understand by sales forecasting ? Why is it necessary in marketing ? What is its effect on the other functions in a company. 6
  - (c) Highlight the promotional values of advertising. 6
5.
  - (a) Explain major Driven of New Economy. 6
  - (b) What are the Four 'P's of Marketing ? 6
  - (c) Explain briefly cost of the lost customer. 8
6.
  - (a) What do you understand by product life cycle ? 8
  - (b) What challenges does a company face in developing new products. 6
  - (c) What way would you select a New Dealer. 6
7. Write short notes on any four :— 20
  - (a) The Growth of Direct Marketing
  - (b) Branding
  - (c) Relationship Marketing
  - (d) Celebrity Advertising
  - (e) Advertising Budget
  - (f) B 2 B
  - (g) Total Customer Satisfaction
  - (h) B 2 C.

# Sample Essay Questions For Marketing Management Exam

**Michael Hoelscher**



## **Sample Essay Questions For Marketing Management Exam:**

**The CMA/CFM Exam** Sidney J. Baxendale, Richard Coppage, Alan Levitan, 2001-05 CIM Coursebook 05/06 Marketing Management in Practice John Williams, 2007-07-11 Elsevier Butterworth Heinemann's 2005 2006 CIM Coursebook series offers you the complete package for exam success. Comprising fully updated Coursebook texts that are revised annually and free online access to the MarketingOnline learning interface it offers everything you need to study for your CIM qualification. Carefully structured to link directly to the CIM syllabus this Coursebook is user friendly, interactive and relevant, ensuring it is the definitive companion to this year's CIM marketing course. Each Coursebook is accompanied by access to MARKETINGONLINE [www.marketingonline.co.uk](http://www.marketingonline.co.uk) a unique online learning resource designed specifically for CIM students where you can Annotate, customise and create personally tailored notes using the electronic version of the Coursebook. Receive regular tutorials on key topics from Marketing Knowledge Search the Coursebook online for easy access to definitions and key concepts. Access the glossary for a comprehensive list of marketing terms and their meanings.

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**CIM Coursebook 08/09 Marketing Management in Practice** Tony Curtis, John Williams, 2012-05-31. Butterworth Heinemann's CIM Coursebooks have been designed to match the syllabus and learning outcomes of our new qualifications and should be useful aids in helping students understand the complexities of marketing. The discussion and practical application of theories and concepts with relevant examples and case studies should help readers make immediate use of their knowledge and skills gained from the qualifications. Professor Keith Fletcher, Director of Education, The Chartered Institute of Marketing. Here in Dubai we have used the Butterworth Heinemann Coursebooks in their various forms since the very beginning and have found them most useful as a source of recommended reading material as well as examination preparation. Alun Epps, CIM Centre Coordinator, Dubai University College, United Arab Emirates. Butterworth Heinemann's official CIM Coursebooks are the definitive companions to the CIM professional marketing qualifications. The only study materials to be endorsed by The Chartered Institute of Marketing. CIM all content is carefully structured to match the syllabus and is written in collaboration with the CIM faculty. Now in full colour and a new student friendly format key

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**Business Management for the IB Diploma Exam Preparation Guide** Alex Smith,2017-03-23 A comprehensive second edition of Business Management for the IB Diploma revised for first teaching in 2014 *CIMA Official Exam Practice*

*Kit Organisational Management and Information Systems* Darren Sparkes, 2008-05 HELPING YOU TO PREPARE WITH CONFIDENCE AVOID PITFALLS AND PASS FIRST TIME Supplementing the Official CIMA Learning Systems and Revision Cards the CIMA Exam Practice Kits consolidate learning by providing an extensive bank of practice questions Each solution provides an in depth analysis of the correct answer it is ideal for independent study or tutored revision course helping you prepare with confidence and pass first time The CIMA Exam Practice Kit includes Exam level questions with type and weighting to match the format of the exam Fully worked model answers Access to CIMA Official Q As from May and November 2007 Summaries of key theory Designed to follow the structure of the Official Learning Systems and CIMA s Learning Outcomes OFFICIALLY ENDORSED BY CIMA AND WRITTEN BY LEADING CIMA TUTORS THE EXAM PRACTICE KITS PROVIDE A VALUABLE INSIGHT ON HOW TO SCORE TOP MARKS Helps CIMA students to prepare and pass the 2005 syllabus first time Practice applying and displaying knowledge so CIMA examiners can award you marks Provides worked answers to fully explain the correct answer and analysis of incorrect answers helping CIMA students avoid common pitfalls

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