

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

**TD Snyder**



## **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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