

MASTER OF BUSINESS ADMINISTRATION
(RETAIL SERVICES)
(MBARS)

00091

Term-End Examination
June, 2015

MRS-004 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 100

*Note : Attempt any **five** questions. All questions carry equal marks.*

1. Explain the role of brand positioning in marketing of a product. 20

2. Discuss Relationship marketing and explain its relevance. 20

3. Explain the features and advantages of Internet marketing. 20

4. Explain the advantages of outsourcing of marketing operations. 20

- 5. Write short notes on the following : 20**
- (a) Market Segmentation
 - (b) Brand Loyalty
- 6. Write a note on holistic marketing approach. 20**
- 7. Write short notes on the following : 20**
- (a) Marketing Process
 - (b) Marketing Audit
- 8. Explain the concept of brand equity. 20**
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