AC-3382

M. Phil. (Management) Examination
April / May – 2003
Marketing Management : Paper - III
(New Course)

Time : 3 Hours] [Total Marks : 100

Instructions : (1) Answer any four questions out of five
(2) Answer with suitable illustrations.

1. "The new capabilities unleashed by the Information Age will lead to substantially new forms of marketing". — Discuss.

2. "In this era of killer competition, a marketer has either to differentiate or die". Do you agree ? Why ?

3. "Managing demand and capacity is essential not only for productive use of the firm's assets, but also for giving customers the quality service experiences they are looking for". — Discuss.

4. "It is essential for the international marketer to understand cultural dynamics in the world market environment". — Discuss.

5. "Channel strategy is one of the most challenging and difficult components of an international marketing program". Elaborate this statement.