

AC-3382

Seat No. _____

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.
