

MBAC 2002/MBLC 1006

M.B.A. DEGREE EXAMINATION, JUNE 2015.

Second Semester

General/Marketing/Finance/IB/HRM/RM/Tourism

MARKETING MANAGEMENT

(2012 – 2013 Batch Onwards)

Time : Three hours Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. State the process of marketing.
2. Mention the Social oriented concept of Marketing.
3. List out the essential Qualities of a Brand.
4. State the various stages in product development process.
5. How will you fix the price of a new product?
6. What are the functions of Retailer?
7. List out the qualities of a good advertisement copy.
8. State the components of a promotion mix.

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. What are the bases of Market Segmentation?
10. Explain the role of Marketing for the Economic Development of a Nation.
11. Discuss the various stages of Product Life Cycle.
12. Enumerate the various methods of pricing.
13. Explain the factors determining the choice of a suitable channel of distribution.
14. Give an account of the different types of Wholesaler.
15. Examine the factors that are to be considered in the selection of media for Advertising.
16. Enumerate the causes of poor sales and suggest the measure for the increase in sales through effective promotional activities.

SECTION C — (1 × 20 = 20 marks)

Compulsory

17. Case Study :

You will design a marketing mix for the following products. Justify your answer (Make assumptions wherever necessary).

- (a) Television
 - (b) Portable MP3 player
 - (c) Laptop
 - (d) Branded tea shirt.
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