

MBAC 2002/MBLC 1006

M.B.A. DEGREE EXAMINATION,
DECEMBER 2014/JANUARY 2015.

Second Semester

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

MARKETING MANAGEMENT

(2012-2013 Batch onwards)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Write the evolution of marketing concepts.
2. Write the importance of marketing.
3. Write about product life cycle.
4. What are the factors influencing pricing decision?
5. Write the channel functions.
6. What are the services by wholesalers to retailers and manufacturers?
7. Write about AIDA concepts.
8. What are the objectives of advertising?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Explain the components of Marketing Mix.
10. Explain the various stages involved in New Product Development.
11. Write about the different kinds of pricing.
12. Explain the major channels of distribution.
13. Write about sales promotion at various levels.
14. Explain the different kinds of advertising.
15. What are the factors to be considered in the selection of media?
16. Explain the objections of advertisement in detail.
PART C — (1 × 20 = 20 marks)
17. Compulsory.
After implementing the LPG policy in India, how cultural and social factors influence the consumer behavior and purchase decision.