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6753

Register Number
Name of the Candidate:

M.B.A. DEGREE EXAMINATION, May 2015

(E-BUSINESS)

(FIRST YEAR)

121/120: MARKETING MANAGEMENT

(Old and New Regulations)

Time: Three hours

Maximum: 75 marks

SECTION-A

(5×3=15)

Answer any FIVE questions

1. Define Marketing Management.
2. Write a short note on Sales Forcecasting.
3. Define Branding.
4. Mention any three objectives of pricing.
5. What do you mean by product distribution?
6. Define Advertising.
7. Write a short note on promotion strategy.
8. What do you mean by Branding?

SECTION-B

(3×15=45)

Answer any THREE questions

9. Describe briefly about Traditional and Modern Marketing concepts.
10. Define Market Targeting. Explain briefly with proper example.
11. Write a detailed note on new product life cycle.
12. What do you mean by sales promotion? Discuss briefly about sales promotion strategy.
13. Differentiate briefly about wholesalers and retailers with proper examples.

SECTION-C

(1×15=15)

(Compulsory)

14. Case Study:
Discuss briefly about the role of Advertising in modern Business World.
