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Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION December 2014

(HUMAN RESOURCE MANAGEMENT)

(FIRST YEAR)

140/120. MARKETING MANAGEMENT

(Common with M.B.A Marketing Management and M.B.A Financial Management)

Time: Three hours

Maximum: 75 marks

SECTION – A

(5×3=15)

Answer any FIVE questions

1. Explain the following:

- a) Conventional marketing.
- b) Industrial market segment.
- c) Under positioning.
- d) Labeling.
- e) Cost-plus pricing.
- f) Marketing research.
- g) AGMARK
- h) Public Relations.

SECTION – B

(3×10=30)

Answer any THREE questions

2. Describe the different kinds of marketing strategies.
3. Explain the market segmentation.
4. Analyse the process of new product of development.
5. Describe the channel of distribution in a market.
6. Explain the promotional mix elements.

SECTION-C

(1×15 =15)

Answer any ONE question

7. Explain the product life cycle and the strategies to be adopted at each stage.
8. Why advertising is important in promotion of a product? Describe the different kinds of advertising budget.
9. Describe the importance of selection of channels of distribution and their functions.

SECTION-D

(1×15 =15)

(Compulsory)

10. Assume you are a marketing manager of a FMCG company. Your company wants to introduce a new product and wants to fix price for that product. Explain the objectives of pricing and different pricing methods with their advantages and disadvantages.
