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Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, December 2014

(MANAGEMENT PRACTICES)

(FIRST YEAR)

120. MARKETING FRAMEWORK

Time: Three hours

Maximum: 75 marks

SECTION – A

(5×3=15)

Answer any FIVE questions

1. What are the objectives of marketing?
2. Write the different classification of markets.
3. Differentiate between market segmentation and market targeting.
4. How the channel of distribution is determined by the organisation?
5. What are the objectives of pricing?
6. Write short notes on evolution marketing mix.
7. Differentiate production concept and product concept.
8. Briefly explain the term marketing function.

SECTION – B

(3×10=30)

Answer any THREE questions

9. Explain the essentials of modern marketing in detail.
10. Explain the functions and flows in a marketing channel.
11. Write briefly about various types of marketing organisations.
12. What are the functions of marketing management? Explain.
13. Explain the determinants of channel length.

SECTION-C

(1×15=15)

Answer any ONE question

14. What are different basis of market segment?
15. What are the major factors influencing buyer behaviour?
16. What is brand? What are its advantages? Is branding socially desirable.

SECTION-D

(1×15=15)

(Compulsory)

17. Has marketing changed in the 'Connected World'? Discuss the strategy implications of the internet for marketing.
