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Register Number:

7003

Name of the Candidate:

**M.B.A. DEGREE EXAMINATION December 2014**

**(MANAGEMENT PRACTICES)**

**(SECOND YEAR)**

**251: MARKETING STRATEGY FORMULATION**

Time: Three hours

Maximum: 75 marks

**SECTION-A**

**Answer any FIVE questions**

**(5 × 3 = 15)**

1. Write short note on pricing.
2. Who is speculator?
3. List out the functions of marketing.
4. Role of marketing mix in detail.
5. List out the membership procedure for commodity market.
6. Define production sharing.
7. Differentiate wholesaler and retailer.
8. What do you mean by international trade?

**SECTION-B**

**Answer any THREE questions**

**(3 × 10 = 30)**

9. What are the objectives of pricing? Explain.
10. Explain the recent trends in retailing with suitable examples.
11. What are the investment entry modes for entering international market? Elaborate your answer.
12. Explain various concepts of marketing with suitable examples.
13. Define hedging. Explain the hedging strategies in financial derivatives with a suitable example.

**SECTION-C**

**Answer any ONE question**

**(1 × 15 = 15)**

14. What is the importance of international trade from the organisational perspective? What are the limitations for growth organisations concentrating only on domestic marketing?
15. What are the methods of pricing? Explain.
16. "The Indian stock market is suffering from many limitations"- What are they?

**SECTION-D**

**COMPULSORY**

**(1 × 15 = 15)**

17. What distribution channels would you suggest for the following products and why?  
(a) Refrigerator (b) Readymade shirts
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