

C-6431

Sub. Code

31014

M.B.A. DEGREE EXAMINATION, APRIL 2022.

First Semester

Industry Integrated

MARKETING MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum: 75 Marks

Part A

(10 × 2 = 20)

Answer all questions.

1. Define the term marketing Management.
2. What do you mean by services marketing.
3. What is a new product?
4. What do you understand by 'penetration price'?
5. What is Brand positioning?
6. What is Direct Marketing?
7. Define the term Logistics Management.
8. What is Tele marketing?
9. What do you mean by packaging?
10. What is Market segmentation?

Part B**(5 × 5 = 25)**

Answer all questions.

11. (a) Define the terms 'Market' and 'Marketing', on what bases, the market can be classified?

Or

- (b) Explain in brief the need for good marketing environment.

12. (a) Explain in brief the need and importance of service marketing with example.

Or

- (b) Briefly discuss the factors influencing price decision.

13. (a) Explain the concept of marketing mix and describe the various factor that determine it.

Or

- (b) What are the advantage and disadvantages of branding?

14. (a) What are the promotional strategies followed by FMCG companies in India?

Or

- (b) Explain in detail different types of packaging.

15. (a) What are the functions of a retailer?

Or

- (b) State the need and importance of advertising?

Part C**(3 × 10 = 30)**

Answer all questions.

16. (a) Explain the various functions of marketing.

Or

- (b) We find fifth P. ie. "People" more effective in managing the services. Comment on this statement.

17. (a) What do you mean by e-Commerce? Explain the need and importance of e-commerce in the present world.

Or

- (b) What are the different stages in the product life cycle?

18. (a) What is an Advertisement copy? What are the values to be possessed by an advertisement copy? What should be its qualities?

Or

- (b) What factors determine the choice of a distribution channel? Explain them briefly.