PART C — (1 × 20 = 20 marks)

16. Explain the objectives of advertisement in detail.

17. What are the objectives of advertising?

PART A — (6 × 6 = 36 marks)

8. Write about AIDA concepts.

7. Write about manufacturer.

6. What are the functions of wholesalers to retailers.

5. Why do the channel functions.

4. What are the factors influencing pricing decisions?

3. Write about product life cycle.

2. Write the importance of marketing.

1. Write the evolution of marketing concepts.

All questions carry equal marks.

Answer any FIVE questions.

PART B — (5 × 10 = 50 marks)

9. What are the objectives of advertising?

8. Write about AIDA concepts.

7. Write about manufacturer.

6. What are the functions of wholesalers to retailers.

5. Why do the channel functions.

4. What are the factors influencing pricing decisions?

3. Write about product life cycle.

2. Write the importance of marketing.

1. Write the evolution of marketing concepts.

All questions carry equal marks.

Answer any FIVE questions.

Time: Three hours

Marketing Management

General/Finance/HRM/HRM/Tourism

Second Semester

December 2014/January 2015

MBAC 2002/MBAC 1006