MBA 07 R

M.B.A. DEGREE EXAMINATION, JUNE 2013.

Second Semester

General, Finance, Marketing, HRM, IB, RM, Tourism

MARKETING MANAGEMENT

(2012-13 Batch onwards)

Time: Three hours Maximum: 100 marks

PART A — (5 x 6 = 30 marks)

Answer any FIVE questions.

1. Write a note on micro marketing environment.
2. Illustrate product positioning with suitable examples.
3. Differentiate between marketing and selling.
4. Define 'pricing'. List the factors that affect the pricing decisions in an organisation.
5. Define physical distribution. What are the criteria for selection of distribution channel for retailers?
6. Discuss the functions of physical distribution.
PART C — (1 × 20 = 20 marks)

17. Case study: Compulsory

Mobile phone

Durable product

Branded wheat flour (atta)

Portable MP3 player

Wherever necessary

Justify your answer. Make assumptions.

7. What are the objectives of advertising?

8. Discuss the role of media in advertising.

9. Explain the process of new product development.

10. Describe the process of market testing.

11. Explain the concept of product mix in detail. Also mention various product mix strategies.

12. Discuss the different pricing strategies with suitable examples.

13. Illustrate the different promotion tools.

14. Discuss the significance of channels of distribution.

15. What is promotion? Analyse the significance of e-marketing as promotion tools.

16. Sales promotions are conceived with certain objectives in mind. Describe these objectives in mind of marketers. Support your answer with suitable examples.

(c) Any consumer durable product

(d) Mobile Phone

(e) Branded wheat flour (atta)