**MBAC 2002**

M.B.A. DEGREE EXAMINATION, JUNE 2014.

Second Semester

General, Finance, Marketing, HRM, IB, RM, Tourism, OSCM, IM, HM

MARKETING MANAGEMENT

(2012–13 Batch onwards)

Time: Three hours  Maximum: 100 marks

**PART A — (5 × 6 = 30 marks)**

Answer any FIVE questions.

1. Define Marketing. Explain the features of modern marketing.

2. What is Marketing Mix? Explain the four elements of marketing mix.

3. Discuss the various stages in Product Life Cycle (PLC).


5. Explain the important methods of price setting.

6. Describe the functions of marketing channels.
PART C — (1 x 20 = 20 marks)

17. Explain the case of Hindustan Lever Ltd. which

Complimentary

16. Define Sales Promotion. Discuss the importance

15. Explain the various external sources of new

14. Define Advertising. Discuss the important media

13. Define Retailing. Explain the functions of

12. Discuss the factors affecting pricing decisions.

11. Explain the various stages in new product

10. What is meant by market segmentation? What are

9. Answer any FIVE questions.

PART B — (5 x 10 = 50 marks)

8. Explain the objectives of advertising.

7. Discuss any five important forms of promotion.

Discuss the factors associated with the

(b) How can you become the market leader?

India,

Cleaning Agents, processed food and cosmetics in

has dominated largely the market of detergents,

Market Leaders and market followers.