

MBAC 2002/
MBLC 1006

M.B.A. DEGREE EXAMINATION, JUNE 2017.

Second Semester

General/Lateral Entry

MARKETING MANAGEMENT

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. List out the difference between selling and marketing.
2. What is marketing concept? List out the four distinguishing features of marketing concept.
3. Explain the stages in Product Life Cycle.
4. Explain the factors influencing Pricing decisions.
5. What are the types of channel flows?
6. Distinguish between Retailers and Wholesalers.

7. What are the two types of message appeals in an Advertisement? Explain briefly and give suitable example for each.
8. How does Sales promotion differ from Advertising?

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. What are the 4 P's of Marketing? Explain each in detail with suitable examples.
10. What is market segmentation? Explain the factors influencing market segmentation.
11. Explain the various types of Buyer behavior models.
12. What is a product? Explain the various ranges of product.
13. Explain in detail any five pricing methods.
14. Explain the role of market intermediaries with example.
15. Explain briefly the tools and techniques of sales promotion with live example.
16. Explain the factors contributing to media selection.

SECTION C — (1 × 20 = 20 marks)

(Compulsory)

17. Pond's has planned to develop a website and position it as one stop site for skin care tips and Pond's products. While most other sites revolve around company specific, product-oriented information, Pond's has attempted to provide general information and advice on common skin-care problems, which makes the site universal and not just restricted to Pond's users.
 - (a) Explain the various steps that the company needs to opt out for ensuring that this internet advertising venture is a success.
 - (b) What are the steps that can be taken to evaluate the reach of this internet advertising venture?