

MBAC 2002

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

Second Semester

General (Common Paper)

MARKETING MANAGEMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE of the following.

1. Define Marketing Environment.
2. What is Brand decision?
3. List out the pricing objectives.
4. Describe the concept of the product.
5. Explain the nature of Marketing Channels.
6. What are the different Pricing Methods?
7. Explain promotion mix.
8. Explain about Effectiveness of Advertisement.

PART B — (5 × 10 = 50 marks)

Answer any FIVE of the following questions.

9. Explain the bases of Segmenting Consumer Markets.
10. What is meant by Product Decision? Explain its concepts.
11. Discuss the different Pricing methods.
12. Elaborate about the types of Channel flows.
13. Discuss the role of media in advertising.
14. Explain the buyer behaviour model and influencing factors of buying behaviour.
15. Describe about the structure and design of marketing channels.
16. Distinguish the difference between the Retailers and Wholesalers.

PART C — (1 × 20 = 20 marks)

Compulsory Question

17. Case study

A popular Indian Brand wants to establish retail chain hyper-market in all metro cities in the country. Before they establish, the company wants to know the success rate compared to other competitive brands.

- (a) Formulate a Market Feasibility Survey Plan
 - (b) Develop a Marketing questionnaire to know the success rate of the competitive brand.
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