

MBAC 2002/MBLC 1006

M.B.A. DEGREE EXAMINATION,
DECEMBER 2016/JANUARY 2017.

Second Semester

General

MARKETING MANAGEMENT

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the four environmental variables of marketing.
2. What is marketing mix? Explain in short the 4 P's of marketing mix.
3. List out the various sources of new product idea.
4. Explain briefly the concept of price adjustment strategy.
5. List out the various pricing methods.
6. Explain in short the terms: Channel conflict, Channel co-operation and Channel Competition.

7. Explain in brief the factors to be considered while making a promotion decision.
8. How can the advertisement effectiveness be measured?

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the various methods by which Market can be segmented.
10. Explain what product life cycle (PLC) is and the various stages in PLC.
11. Explain in detail the various steps in Product Development.
12. Explain in detail the various pricing methods with their specific objectives.
13. What is product positioning? How it can be done effectively?
14. Explain in detail the functions performed by Distribution Channels.
15. Explain the role of Media in Advertising.
16. Describe the various techniques of Sales promotion with live example.

SECTION C — (1 × 20 = 20 marks)

Compulsory

17. Cadbury's had found that their sales had a decreasing trend for the past 5 months and they have come to a conclusion that a sales promotion campaign has to be arranged to ensure that the sales gets increased.
 - (a) How can the company go about organizing the sales promotion campaign?
 - (b) How can the company go about promoting the sales promotion campaign?