

**MBAC 2002/**  
**MBLC 1006**

M.B.A. DEGREE EXAMINATION, JUNE 2016.

Second Semester

General

**MARKETING MANAGEMENT**

Time : Three hours

Maximum : 100 marks

**SECTION A — (5 × 6 = 30 marks)**

Answer any FIVE questions.

1. State the concept of marketing.
2. Explain briefly the various functions of marketing.
3. What are the sources of new product idea?
4. Define product mix decisions and Brand decision.
5. Explain the objectives of pricing.
6. What are the functions of distribution channel?
7. Distinguish between retailers and wholesalers.
8. Write a note on advertisement effectiveness.

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the concept of marketing mix and describe various factors that determine it.
10. What is meant by product life cycle? Explain the various stages in product life cycle.
11. Describe the steps followed in new product development and state the import aspects of product planning.
12. Explain the factors influencing price determination and discuss the various methods of pricing.
13. What is meant by new product pricing? Distinguish between product mix pricing strategy and price adjustment strategy.
14. "One of the major assets of a firm is its channel of distribution" – Discuss.
15. Narrate the structure and design of Marketing channels.
16. State the objectives of advertising and discuss the role of media in advertising.

SECTION C — (1 × 20 = 20 marks)

(Compulsory)

17. Discuss the various factors you would like to consider for selecting the channels of distribution for a consumer product of your choice which is sold all over India.