

C 60894

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Name.....

Reg. No.....

SECOND SEMESTER M.B.A. DEGREE EXAMINATION, APRIL 2014

(CSS)

(2010 Scheme)

MBA 2.1—MARKETING MANAGEMENT

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer all the following.

Each question carries 1 weightage.

1. Differentiate between selling concept and marketing concept.
2. Explain cognitive dissonance with suitable example.
3. What do you mean psychographic segmentation ?
4. Elaborate brand equity. What is the difference between brand equity and brand value.
5. Explain product Life cycle stages.
6. What are the objectives of distribution activity ?

(6 × 1 = 6 weightage)

Part B

Answer any six questions.

Each question carries 3 weightage.

7. What are the methods of researching new consumer products ? Explain.
8. Explain market share analysis as a market control system.
9. What are the factors influence on pricing decisions ? Explain important pricing strategic.
10. Explain the major components of retail marketing with examples.
11. "Ideal market exposures make a product available widely enough to satisfy the needs of target customers but not exceed them". Explain the statement.
12. What are the marketing objectives related to sponsorship ? Explain in detail.

Turn over

13. Elaborate the classification of advertising with examples.
14. What are the functions of packaging ? Explain packaging criteria.

(6 × 3 = 18 weightage)

Part C

*Answer any two questions.
Each question carries 6 weightage.*

15. Critically evaluate the role of branding and packaging in the marketing of products.
16. What are the important sets of determinants of buyer behaviour ? Contrast demographic analysis and psychographic analysis.
17. Describe extensive, selective and exclusive market coverage. Comment on the role of distribution channels in marketing.

(2 × 6 = 12 weightage)