

D 105291

(Pages : 2)

Name.....

Reg. No.....

**SECOND SEMESTER M.B.A. DEGREE EXAMINATION, JULY 2024**

M.B.A. (CUCSS)

BUS 2C 10—MARKETING MANAGEMENT

Time : Three Hours

Maximum : 36 Weightage

*Answer all the parts.***Part A***Answer all questions.**Each question carries 1 weightage.*

1. What are the sources of new product idea ?
2. What is the element of micro-marketing environment ?
3. List the various forms of integrated marketing communications.
4. What are buying motives ?
5. What factors influence pricing of products ?
6. What are the uses of advertising budget ?

(6 × 1 = 6 weightage)

**Part B***Answer any four questions.**Each question carries 3 weightage.*

7. What are the various stages in buying decision making ?
8. Mention the different philosophies of marketing management.
9. Explain the relevance of societal concept of marketing.
10. What are the tools of sales promotion ?
11. What are the features of retail marketing ?
12. How is advertising effectiveness measured ?

(4 × 3 = 12 weightage)

**Turn over**

**Part C**

Answer any **three** questions.  
Each question carries 4 weightage.

13. Why do new products fail ?
14. Differentiate between product line and product mix.
15. What is the difference between consumer and industrial markets ?
16. Explain the “Trends in physical distribution channels”.
17. Explain the impact of marketing control techniques for an organization.

(3 × 4 = 12 weightage)

**Part D**

18. Answer the *compulsory* question (6 weightage) case study :

The Upjohn Company, based in Kalamazoo, Michigan, manufactures and markets pharmaceuticals and health-related products. With more than 19,000 employees and distribution in over 30 countries from Australia to USA the company's annual sales top \$ 1 billion.

Upjohn is constantly developing and marketing new products. One example is Rogaine.

Originally developed as an antihypertension drug, Rogaine was shown in clinical tests to encourage moderate hair growth on some balding male volunteers.

Thereafter, Upjohn quickly applied to the U.S. Food & Drug Administration (FDA) for the right to market the drug as a hair-growth product in the United States.

Questions :

- 1 Define Rogaine's marketing problem from a business research perspective.
- 2 What type of exploratory business research should Upjohn conduct ?

(1 × 6 = 6 weightage)