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

BUS 2C 11—MARKETING MANAGEMENT

(2013 Admission onwards)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer the following.
Each question carries 1 weightage.

1. Differentiate between selling and marketing ?

2. What is diffusion of innovation ?

3. Write a note on bundle pricing.

4. What is narrow cast media ?

5. Write a note on franchising.

6. What is marketing control ?

(6 × 1 = 6)

Part B

Answer any six of the following.
Each question carries 3 weightage.

7. Explain the marketing concept and discuss how the modern marketing concept differs from the traditional one

8. According to AC Nielson, for business-to-business (B2B) marketers under increasing pressure to better target customers and prospects, segmentation is a powerful tool for strategic and tactical applications. Although marketing segmentation systems have enjoyed widespread acceptance in the consumer world for decades, B2B segmentation systems have languished due to the limited availability of accurate data, marginal technical expertise, an inability to develop high quality leads and poorly differentiated advertising. Develop an appropriate market segmentation for any two industrial products of your choice.

9. Explain briefly the five stages in the consumer buying decision process. What is the utility of consumer buying behaviour model in case of :

    (a) Satellite service ; and (b) Premium car.

Turn over