

C 82598

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Name.....

Reg. No.....

SECOND SEMESTER M.B.A. DEGREE EXAMINATION, JUNE 2015

(CUCSS)

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. What is social marketing approach ?
2. What is diffusion of innovation ?
3. Write a note on skimming pricing ?
4. What is outdoor media ?
5. Write a note on logistics ?
6. What is marketing control ?

(6 × 1 = 6 weightage)

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. Prepare a report on the competitive strategies played by the participants in the Indian cement industry and Indian watch industry.
9. Explain with examples why standardisation is important in services and how it is difficult to achieve. Suggest various ways in which standardisation can be achieved in services. Give examples.
10. What are the issues in marketing to the laggards in the diffusion of innovation cycle ?
11. State briefly the various methods of pricing a product in the terms of objectives. Also explain the factors affecting pricing decisions.
12. Explain the Changing Retailing Scenario in India. Explain in brief any two retail outlets including their operations.

Turn over