

C 2798

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Name..... 2

Reg. No.....

**SECOND SEMESTER M.B.A. DEGREE EXAMINATION, JUNE 2016**

(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 media planning ?
2. Define the concept of re-positioning.
3. What is meant by consumer acquisition ?
4. What is ethics in marketing ?
5. What is marketing strategies ?
6. State channel management.

(6 × 1 = 6 weightage)

**Part B**

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

7. Discuss the elements which constitute in marketing environment. Explain with examples.
8. 'Sales promotions are conceived with certain objectives in mind of marketers'. Support your answer with suitable example.
9. Describe the process of 'new product development' in detail.
10. Discuss the role of media in advertising.
11. What is consumer behavior ? Elaborate the different types of purchase behaviour in the purchase of a product, giving suitable examples.
12. Explain about the research process in advertising with reference to one product of your choice.
13. How to decide the channel intermediaries ? How the channel members are used to promote the market ?
14. What is Marketing Communication ? Discuss its role in accomplishing the firm's marketing goals'.

(6 × 3 = 18 weightage)

Turn over

## Part C

*Answer any two of the following.  
Each question carries 6 weightage.*

15. Explain the various segmentation bases used by marketers, with suitable illustrations. Suggest suitable segmentation basis for the following, giving reasons :
- (a) Light Commercial Vehicles (LCV).
  - (b) Contact lenses.
16. Design a marketing mix for following products. Justify your answer, (make assumptions wherever necessary)
- (a) Portable MP3 player.
  - (b) Branded wheat flour (Atta).
  - (c) Any consumer durable product.
  - (d) Mobile phone.
17. Explain the marketing criteria to be used for selection of a brand name. Based on criteria suggest a suitable brand name for the following Products and Services :
- (a) Fruit juice.
  - (b) Indian fast food chain.
  - (c) Footwear.

(2 × 6 = 12 weightage)