

## SECOND SEMESTER M.B.A. DEGREE EXAMINATION, JUNE 2017

## BUS 2C 11—MARKETING MANAGEMENT

(2013 Admissions)

Time : Three Hours

Maximum : 36 Weightage

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

1. What are the differences between domestic and International Marketing ?
2. What is market targeting ?
3. What is product line ?
4. What do you mean by media planning ?
5. What is retail marketing ?
6. What is profitability control ?

(6 × 1 = 6 weightage)

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

7. Briefly discuss the importance of effective marketing.
8. Briefly explain the various types of marketing research.
9. Discuss the changing patterns of consumer behaviour.
10. What is market segmentation ? Explain the qualities of effective segmentation.
11. Discuss the advantages of Branding in Business.
12. Explain the various pricing strategies.
13. What do you mean by positioning ? Explain the different methods of positioning.
14. Discuss the various techniques of marketing control.

(6 × 3 = 18 weightage)

Turn over

## Part C

*Answer any two questions.*

*Each question carries 6 weightage.*

15. Develop the model of product life cycle stages. Explain each stage with suitable examples.
16. Explain the micro environment and macro environment factors of marketing by taking an adequate example of a pharmaceutical company.
17. Assume you are a sales manager of a wholesaling unit of apparels; describe your distribution channels and sales promotion techniques.

(2 × 6 = 12 weightage)