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M.B.A. (CBCS) DEGREE EXAMINATION,
APRIL 2016.

Second Semester

Business Administration

MARKETING MANAGEMENT

(For those who joined in July 2012 and afterwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Goods are of _____ kinds.

- (a) 3
- (b) 4
- (c) 5
- (d) 6

2. On the basis of _____ we have short term and long term marketing.

- (a) Period
- (b) Selling area
- (c) Exchange
- (d) Goods

3. The sales of the product is maximum in _____ stage.

- (a) Introduction
- (b) Growth
- (c) Maturity
- (d) Decline

4. Table radios have moved into _____ stage.

- (a) Introduction
- (b) Growth
- (c) Maturity
- (d) Decline

5. A present product which is introduced to a new market or segment is called _____ strategy.

- (a) Market Development
- (b) Market Penetration
- (c) Product Development
- (d) Diversification

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6. The exchange value of a product or service is called

- (a) price (b) product
- (c) promotion (d) place

7. The other name for outdoor advertising is _____ advertising.

- (a) Mural (b) Press
- (c) Film (d) TV

8. The advertiser is also called as _____.

- (a) Sponsor
- (b) Advertising agency
- (c) Producer
- (d) Customer

9. The earliest form of marketing organisation is _____ organisation.

- (a) functional (b) geographical
- (c) product (d) end user

10. The other name of end user market organisation is _____ organisation.

- (a) industry (b) functional
- (c) geographical (d) product

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Write a note on need, wants and demand.

Or

(b) List out the impact of socio-technological factors in marketing environment.

12. (a) How will you estimate the market demand?

Or

(b) List out the contents of marketing plan.

13. (a) Explain the types of consumer products.

Or

(b) What are the features of oligopoly?



14. (a) List out the elements of copy.

Or

- (b) Explain the types of retailers.

15. (a) What are the features of functional organisation?

Or

- (b) What are the marketing strategies to be followed for global markets?

PART C — (5 × 8 = 40 marks)

Answer ALL questions choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Write a note on Indian political environment.

Or

- (b) List out the importance of legal environment.

17. (a) How will you estimate the demand for consumer products?

Or

- (b) Discuss the importance of concept development.

18. (a) Outline the salient features of a brand.

Or

- (b) Discuss the functions of packaging.

19. (a) Explain the issues in determining channel requirements.

Or

- (b) Outline the role played by Indian advertising agencies.

20. (a) Design a marketing organisation to meet the global needs.

Or

- (b) Discuss the merits and demerits of dealer organisation.

