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Reg. No. :

Code No. : 5645

**Sub. Code : KBAM 21/
PBAM 23**

MBA (CBCS) DEGREE EXAMINATION, APRIL 2021.

Second Semester

Business Administration

MARKETING MANAGEMENT

(For those who joined in July 2016 and afterwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. _____ is a powerful mechanism which alone can satisfy the needs and wants of consumers at the place price and they desire.
 - (a) Marketing
 - (b) Selling
 - (c) Environment
 - (d) None of the above

2. In _____ the marketers believe that by making superior products and improving their quality overtime.
- (a) Production concept
 - (b) Product concept
 - (c) Selling concept
 - (d) Marketing concept
3. _____ is a way of improving the performance of those activities through the effective use of customer information.
- (a) Online marketing
 - (b) Niche marketing
 - (c) Database marketing
 - (d) Network marketing
4. In _____ segmentation, a marketer divides the target market into different geographical units such as nations, states and regions.
- (a) Economic
 - (b) Demographic
 - (c) Volume
 - (d) Geographic

5. _____ management is an ongoing process of analysis, planning and action.
- (a) Strategic
 - (b) Marketing
 - (c) Distribution
 - (d) Operations
6. A _____ is the central to the marketing in any company/organization.
- (a) Market
 - (b) Brand
 - (c) Product
 - (d) Package
7. _____ refers to the brand's objective attributes in relation to other brands.
- (a) Target marketing
 - (b) Product differentiation
 - (c) Market segmentation
 - (d) Product positioning
8. A brand name denotes
- (a) Uniform quality
 - (b) Non uniform quality
 - (c) Pricing objective
 - (d) None of the above

9. Formulating pricing policies and setting the price are the most important aspects of
- (a) Problem solving
 - (b) Managerial decision making
 - (c) Economic policies
 - (d) Formulating objectives
10. _____ is the mass communication of information intended to persuade buyers so as to make profits.
- (a) Selling
 - (b) Marketing
 - (c) Advertising
 - (d) Promotion

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) “Customer relationship is very important for marketing” Explain.

Or

- (b) What are the factors that influence the marketing environment of an organization?

12. (a) What is market segmentation? What are the criteria of successful segmentation?

Or

- (b) Discuss the important criteria used to screen new product ideas.

13. (a) "Branding adds to the cost of item" Explain.

Or

- (b) What are the determinants of price of a product?

14. (a) What is the role of retailers in distribution?

Or

- (b) Differentiate between advertisement and publicity.

15. (a) Explain how marketing strategy differs in case of Rural as against Urban market.

Or

- (b) Describe the development of the component of product strategy for a new product.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Discuss the core concept of marketing. How does marketing differ from selling?

Or

- (b) Explain in detail the various types of marketing environment. Give the salient features of each.

17. (a) Successful segmentation is pre-requisite to profitability. What are the different approaches used to identify and measure the differences between market segments? Illustrate with examples.

Or

- (b) Briefly describe each of four distinct stages of product life cycle.

18. (a) "Price is the only element in the marketing mix that produces revenue" Discuss.

Or

- (b) "The elements of product policy are difficult to determine" Comment.

19. (a) Discuss advertising objectives and point out the problems of advertising in India.

Or

- (b) Analyze the distinctive features of various elements promotion mix.

20. (a) What is meant by marketing strategy? What are the effective strategies of business organization?

Or

- (b) What marketing strategies were adopted by Hindustan Lever Limited for introducing their famous product, 'Fair and Lovely' which achieved a grand success?
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