

(6 Pages)

Reg. No. :

Code No. : 8693

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M.B.A. (CBCS) DEGREE EXAMINATION,
APRIL 2022.

Second Semester

Business Administration – Core

MARKETING MANAGEMENT

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Which concept of marketing is product oriented?
 - (a) Old concept of marketing
 - (b) Modern concept of marketing
 - (c) Entity concept of business
 - (d) Scientific management

2. _____ involves managing demand, which in turn involves managing customer relationship.
 - (a) Direct marketing
 - (b) Production management
 - (c) Marketing management
 - (d) Advertising
3. The ultimate level of segmentation leads to _____.
 - (a) Niche marketing
 - (b) Individual marketing
 - (c) Local marketing
 - (d) National marketing
4. Product mix is
 - (a) One dimensional
 - (b) Two dimensional
 - (c) Three dimensional
 - (d) Four dimensional
5. Product line means
 - (a) A set of all the product of a company
 - (b) A group of related products
 - (c) No. of items
 - (d) Rival products

Page 2

Code No. : 8693



6. Sales promotion is usually targets toward either _____
- (a) The ultimate consumer or media
 - (b) Members of the marketing channel or advertising agency
 - (c) Direct mail clients or retailers
 - (d) The ultimate consumer or members of the marketing channel.
7. _____ is the difference between the prospective customer's evaluation of all the benefits and all the costs of an offering as compared to the perceived alternatives.
- (a) Total customer value
 - (b) Customer perceived value
 - (c) Total customer cost
 - (d) Customer gains
8. The sociological aspects which help marketers to understand consumer behavior decisions _____.
- (a) Family (b) Reference group
 - (c) Opinion leader (d) All of these

9. Marketing channels are group of _____ firms involved in the process of making a service or product available for consumption.
- (a) Independent (b) Interdependent
 - (c) Targeting (d) Dimensional
10. Channel choices depends on the marketing strategy with respect to:
- (a) Segmentation (b) Targeting
 - (c) Positioning (d) All of the above

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) Briefly explain the factors influencing marketing concept.
- Or
- (b) How to avoid marketing Myopia?
12. (a) Describe the elements of market segmentation.
- Or
- (b) Why is targeting in marketing so important?



13. (a) Write short notes on the importance of packaging.

Or

- (b) Examine the competitor reactions to price changes.

14. (a) Describe the scope of Consumer Behavior.

Or

- (b) What do you mean by subculture? And what are different types of it?

15. (a) What are the types of vertical marketing system?

Or

- (b) Write a brief note on channel dynamics.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 600 words.

16. (a) What are the scope of marketing? Explain in detail.

Or

- (b) Give a detail note on the components of marketing environment.

17. (a) Discuss about the various classifications of markets.

Or

- (b) Explain the various methods of demand forecasting.

18. (a) Elucidate the various stages of new product development.

Or

- (b) What are the factors influencing pricing decision? Explain.

19. (a) Explain the major factors influencing consumer behavior.

Or

- (b) Discuss about the process of purchase decision.

20. (a) Discuss about the various functions of marketing channel.

Or

- (b) What are the factors influencing choice of marketing channels? Explain.

