

(6 pages)

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Master Of Business Administration (CBCS) DEGREE
EXAMINATION, APRIL 2019.

Second Semester

Business Administration — Core

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. Marketing creates _____ for goods and services
- (a) Customers
 - (b) demand
 - (c) product
 - (d) all the above

2. Factors influencing marketing concepts _____
- (a) population growth
 - (b) assembling of goods
 - (c) Physical transfer of goods
 - (d) scatters of goods
3. AIDAS model of consumer buying behaviour was first proposed by _____.
- (a) P.Kotler
 - (b) G.Armstrong
 - (c) E.K.Strong
 - (d) none of these
4. _____ is the process of dividing a market into subsets of consumers with common needs.
- (a) The marketing mix
 - (b) positioning
 - (c) Targeting
 - (d) market segmentation
5. Middlemen will increase the _____
- (a) price of the product
 - (b) quality of the product
 - (c) profit of the product
 - (d) time and place utility of the product



6. _____ are the general rules set up by the management itself in making product decisions
- (a) Product policy
 - (b) Product planning
 - (c) Product mix
 - (d) Product packing
7. _____ is a wide term which includes advertising, sales and personal selling
- (a) Distribution (b) Warehousing
 - (c) Promotion (d) transportation
8. A _____ is a promotion strategy that calls for using the sales force and trade promotion to move the product through channels.
- (a) pull strategy
 - (b) blocking strategies
 - (c) push strategy
 - (d) integrated strategy
9. Which one of the following mix activity is most closely associated with newsletters, catalogues and invitations to organization sponsored events?
- (a) pricing (b) promotion
 - (c) distribution (d) product

10. Is the modern business dynamic?

- (a) mass production
- (b) mass marketing
- (c) Mass sales
- (d) mass purchase

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Explain the core concept of marketing.

Or

- (b) Write a note on product value and satisfaction.

12. (a) -What is PLC concept? – Explain.

Or

- (b) List out the importance of strategic marketing planning.

13. (a) How will you determine price under monopoly situation?

Or

- (b) What are the objectives of pricing?



14. (a) Discuss the features of outdoor advertising.

Or

- (b) Explain the various methods of setting an advertising budget.

15. (a) Define marketing strategy. What are the aims of marketing strategy?

Or

- (b) What are the features of functional organization?

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Explain the various environmental factors affecting the marketing function.

Or

- (b) Explain the impact of micro environmental factors on marketing management of a Firm.

17. (a) Define market segmentation. Describe its types.

Or

- (b) Explain the various steps involved in new product development process.

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18. (a) What are the pricing strategies at different stages of product life cycle? Discuss.

Or

- (b) Explain the advantages and disadvantages of brand extension strategy.

19. (a) Briefly discuss the important elements of promotion-mix

Or

- (b) "Advertising brings long-term benefit, but sales promotion is for quicker result". Comment on this statement.

20. (a) Discuss the objectives of marketing organization.

Or

- (b) Explain the factors that affect overall marketing strategy.

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