

M.B.A. DEGREE (FT) II SEMESTER EXAMINATION, MAY 2007

SMS 2205 MARKETING MANAGEMENT

Time: 3 Hours

Maximum marks : 50

(Answer ALL questions)
(All questions carry EQUAL marks)

(5x 10 = 50)

- I. A. Discuss the essential requirements for the marketing success of a new product or a service in the market in the present competitive environment.
OR
B. Explain the importance and scope of environment analysis to identify opportunities and threats. Give suitable examples.
- II. A. Define marketing information system. What are its components ? How marketing research differ from market information system ?
OR
B. Discuss the role of culture and sub culture in moulding the buying behaviour. What is its special significance in global marketing ?
- III. A. Define integrated marketing communication system. What are its components ? What is its relevance in modern marketing ?
OR
B. Discuss the various stages in the customer adaptation process.
- IV. A. What is strategic marketing control ? What is its role and importance in modern marketing ?
OR
B. Explain briefly the following:
(a) Hybrid distribution system
(b) Vertical marketing system
(c) Green marketing
- V. A. What is new product adaptation process ? Discuss various factors influencing product adaptation process.
OR
B. What is counter trade ? What is its role in formulation pricing strategy ? What are the different forms of counter trades used in modern marketing ?
