

M.B.A. DEGREE (FT) II SEMESTER EXAMINATION, MAY 2006

MARKETING MANAGEMENT

Time: 3 Hours

Maximum marks : 50

Answer ALL Questions
All questions carry EQUAL Marks

- I a) Define "Marketing" and distinguish it from mere "Selling". Explain the relevance of marketing in a developing economy.

OR

- b) Write short notes on:
i) Marketing Mix
ii) Social Marketing

- II a) Explain the process of marketing a service Vs. a product using suitable examples.

OR

- b) Write short notes on:
i) Product Life Cycle
ii) Responding to major macro environmental forces in marketing

- III. a) Describe the step by step procedure to be followed in segmenting the market for a fast moving consumer product. You may take a suitable example.

OR

- b) Write short notes on
i) Promotion strategies
ii) Types of channels

- IV a) Explain the factors influencing Buyer Behaviour

OR

- b) Write short notes on
i) Industrial buyer behaviour
ii) Advantages and disadvantages of branding

- V a) How do the stage of product life cycle and product positioning affect the pricing decisions? Illustrate your answer with suitable examples.

OR

- b) Write short notes on
i) Publicity
ii) Personal Selling
