

Question Paper Code : 10275

M.B.A. DEGREE EXAMINATIONS, APRIL/MAY 2019.

Second Semester

BA 5207 — MARKETING MANAGEMENT

(Regulation 2017)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is marketing management?
2. What is the importance of Human Relations Management in marketing?
3. State the different forms of competition.
4. Mention the strategies employed in consumer durable marketing.
5. Give the role of communication channel management in product positioning.
6. Define market segmentation with examples.
7. Give the difference between industrial and individual buying behaviour.
8. List the factors that influence individual buying behaviour.
9. What is a Niche Market?
10. Give the scope of Online Marketing.

PART B — (5 × 13 = 65 marks)

11. (a) Explain in detail the challenges and opportunities of marketing in global environment. (13)

Or

- (b) (i) What is management information system and give its role in marketing management. (6)
(ii) Describe the components in which marketing activities interface with finance department. (7)

12. (a) Explain the importance and functions of marketing mix in development of effective marketing strategies. (13)

Or

- (b) Describe the salient features, methodology and challenges of services marketing. (13)

13. (a) Explain the different methods available for sales promotion in marketing with examples. (13)

Or

- (b) Describe the various stages of Product Life Cycle and relevant marketing implications. (13)

14. (a) Describe and classify various types of buyer behaviour models. (13)

Or

- (b) Explain in detail the fundamentals of customer relationships management. (13)

15. (a) Explain the concept and types of marketing research and their role in product development. (13)

Or

- (b) Describe the role, guidelines and regulations of marketing ethics in global markets. (13)

PART C — (1 × 15 = 15 marks)

16. (a) Give a case study example of e-commerce marketing trend versus conventional marketing in the development of new electronic consumer products. (15)

Or

- (b) Develop a strategy using the six marketing mix components for the promotion of educational services for higher-income households. (15)

