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Question Paper Code : 10337

M.B.A. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2014.

Second Semester

BA 7203 — MARKETING MANAGEMENT

(Regulation 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is meant by marketing environment?
2. What are prospects of marketing in India?
3. What is meant by industrial marketing?
4. What are meant by service marketing?
5. What is meant by product planning?
6. What are the objectives of advertising?
7. Explain consumer behaviour.
8. What is meant by customer retaining?
9. How do we measure promotional results?
10. What are the new trends in retailing in present market?

PART B — (5 × 16 = 80 marks)

11. (a) What are the key important elements in management information system? Explain.

Or

- (b) Explain in detail what are different types of challenges faced by marketer in globalization environment.

12. (a) What are the various steps to be considered in competitive analysis for industrial marketing and consumer marketing?

Or

- (b) What is meant by marketing strategy? What are the various steps to be considered in selecting marketing strategies? Explain.

13. (a) What is meant by idea generation? Explain various measurements to be considered while generating an idea in new product and its importance with examples.

Or

- (b) What is the difference between targeting and positioning? Explain with example by taking any product in India.

14. (a) What is meant by customer relationships management? What are its advantages and disadvantages? Explain its importance in present day organizations.

Or

- (b) Define online buying behaviour. What are advantages and disadvantages of it?

15. (a) What is meant by marketing research? What are various steps to be considered while an organization is doing research in marketing?

Or

- (b) Explain role of ethics in marketing? Explain its concepts and applications referring one product in India.