



Code: 9E00203

MBA & MBA (Finance) II Semester Supplementary Examinations June/July 2018

MARKETING MANAGEMENT

(For students admitted in 2013 (LC), 2014, 2015 & 2016 only)

Time: 3 hours

Max. Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 Discuss the core concepts of marketing.
- 2 How can a company divide the consumer market into different segments? Explain.
- 3 Explain the marketing strategies adopted during different stages of the product life cycle (PLC).
- 4 What are the different stages in developing new products?
- 5 Explain the steps involved in setting the price for a product.
- 6 What decisions do companies face in managing their channels? Explain.
- 7 Explain the major steps in developing effective communications.
- 8 Direct marketing can use a number of channels to reach individual prospects and customers. Justify the statement.
