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Register Number :

6763

Name of the Candidate :

M.B.A. DEGREE EXAMINATION DECEMBER 2013.

(HUMAN RESOURCE MANAGEMENT)

(FIRST YEAR)

120/140 — MARKETING MANAGEMENT

**(Common with M.B.A. Mark. Management and
M.B.A. Financial Management)**

Time : Three hours

Maximum : 75 marks

SECTION A

Answer any FIVE questions.

(5 × 3 = 15)

All questions carry equal marks.

1. Write short notes on any FIVE of the following :

- (a) Synchro marketing.
- (b) Product positioning.
- (c) Product obsolescence.
- (d) Pricing strategy.
- (e) Distribution network.
- (f) AGMARK.
- (g) Trademark.
- (h) Consumerism.

SECTION B

Answer any THREE questions.

(3 × 10 = 30)

All questions carry equal marks.

- 2. What is market environment? Explain its components.
- 3. Explain the factors influencing consumer behavior.
- 4. What is product life cycle? How it is determined?
- 5. Enumerate the qualities of salesman.
- 6. Describe the ethics of marketing.

SECTION C**Answer any ONE questions.****(1 × 15 = 15)**

7. Explain different types of marketing strategies.
8. Write a brief note on product related strategies.
9. How market research helps in managing physical distribution? Illustrate.

SECTION D**(Compulsory)****(1 × 15 = 15)**

10. Develop a product plan for two essential products meant for women

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