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Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION December 2014**(HUMAN RESOURCE MANAGEMENT)****(FIRST YEAR)****140/120. MARKETING MANAGEMENT****(Common with M.B.A Marketing Management and M.B.A Financial Management)**

Time: Three hours

Maximum: 75 marks

SECTION – A**(5×3=15)****Answer any FIVE questions****1. Explain the following:**

- a) Conventional marketing.
- b) Industrial market segment.
- c) Under positioning.
- d) Labeling.
- e) Cost-plus pricing.
- f) Marketing research.
- g) AGMARK
- h) Public Relations.

SECTION – B**(3×10=30)****Answer any THREE questions**

2. Describe the different kinds of marketing strategies.
3. Explain the market segmentation.
4. Analyse the process of new product development.
5. Describe the channel of distribution in a market.
6. Explain the promotional mix elements.

SECTION-C**(1×15 =15)****Answer any ONE question**

7. Explain the product life cycle and the strategies to be adopted at each stage.
8. Why advertising is important in promotion of a product? Describe the different kinds of advertising budget.
9. Describe the importance of selection of channels of distribution and their functions.

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

10. Assume you are a marketing manager of a FMCG company. Your company wants to introduce a new product and wants to fix price for that product. Explain the objectives of pricing and different pricing methods with their advantages and disadvantages.
