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Register Number :

6864

Name of the Candidate :

M.B.A. DEGREE EXAMINATION MAY 2014.

(HUMAN RESOURCE MANAGEMENT)

(FIRST YEAR)

120/140 — MARKETING MANAGEMENT

(Common with M.B.A. (M.M) M.B.A. (F.M.))

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.

- (a) Stimulational marketing.
- (b) Marketing mix.
- (c) Patent.
- (d) Promotion mix.
- (e) ISI.
- (f) Marketing concept.
- (g) Trademark.
- (h) Consumerism.

SECTION B

Answer any THREE questions.

(3 × 10 = 30)

All questions carry equal marks.

- 2. What are the traditional marketing concepts? Explain.
- 3. Discuss the techniques of sales forecasting.
- 4. Explain the objectives of pricing policies.

5. What is meant by warehousing decisions? Explain.
6. Point out the uses of advertising and kinds of advertisement budget.

SECTION C

Answer any ONE questions.

(1 × 15 = 15)

7. Differentiate market segmentation and target marketing.
8. Discuss the best sale promotion mix for a product.
9. Describe the Indian public distribution system.

SECTION D

Compulsory.

(1 × 15 = 15)

10. As the head of the retail marketing department what sort of distribution network you will decide for your company which is engaged in manufacturing FMCG products in southern India.

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