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Register Number

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, May 2015
(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

Explain the following:

1. Consumer Behaviour.
2. Product Positioning.
3. Labeling.
4. Copy right.
5. Pricing.
6. Marketing.
7. AGMARK
8. Marketing Research.

SECTION-B

(3×10=30)

Answer any THREE questions

9. Explain the importance of marketing in the current scenario.
10. Explain in detail about promotion mix.
11. Explain the importance of Physical distribution.
12. Discuss about the ethics in marketing.
13. Explain the significance of product of positioning.

(1×15=15)

SECTION-C

Answer any ONE question

13. Write an elaborate note on marketing environment.
14. Mention the bases on which consumer market can be segmented.
15. What is advertising? What are its uses?
16. What are the different stages in new product development?

SECTION-D

(1×15=15)

[Compulsory]

16. Identify the breakfast habits of people in your area. Develop a marketing research plan so that your company can introduce a new product to be consumed for breakfast. Assume yourself to be the marketing manager.
