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Question Paper Code : 71129

M.B.A. DEGREE EXAMINATION, APRIL/MAY 2018
Second Semester
BA 7203 – MARKETING MANAGEMENT
(Regulations 2013)

Time : Three Hours

Maximum : 100 Marks

Answer ALL questions

PART – A (10×2=20 Marks)

1. Define Marketing.
2. Define – Value Creation.
3. What is Customer Equity ?
4. Define strategic alliance.
5. What do you mean by Customer Empowerment ?
6. What are the criteria for effective segmentation ?
7. What is the role of Customer Relationship Manager ?
8. What is Vertical Marketing System ?
9. Who is an Opinion Leader ?
10. Define Cause-related marketing.

PART – B

(5×13=65 Marks)

11. a) Brief out Porters Generic Strategies.

(OR)

- b) What are the prospects and challenges of marketing in Global environment ?

12. a) Explain the various marketing strategies adopted by Services Marketers.

(OR)

- b) Explain the process involved in competitor analysis.

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13. a) Explain the process involved in pricing of a New Product.

(OR)

b) How would you design an Advertisement for your product considering 5 'Ms of advertising ?

14. a) Explain the stages in consumer buying decision ?

(OR)

b) Who are the participants involved in Business Buying Process ?

15. a) Explain the recent trends in Online Marketing.

(OR)

b) Explain the Marketing Research Process.

PART – C

(1×15=15 Marks)

16. a) Explain in detail the New Product Development Process.

(OR)

b) Explain in detail the stages involved in Industrial Buying Process.