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Register Number:

6343

Name of the Candidate:

M.B.A. (BANKING & TAXATION) DEGREE**EXAMINATION - 2010****(FIRST YEAR)****(PAPER – IV)****140. MARKETING MANAGEMENT***December)**(Time: 3 Hours*

Maximum: 75 Marks

SECTION - A**Answer any FIVE questions.****(5 × 3 = 15)**

1. What is meant by target market?
2. How does culture affect the buying behavior?
3. Define customer value.
4. Explain the term brand loyalty.
5. What is perceived value pricing.
6. Differentiate buyer and seller.
7. Define product life cycle.
8. Explain co-brand.

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

9. What are the factors influencing consumer behaviour.
10. Explain different kinds of advertising budget.
11. Discuss the impact of life cycle analysis on the marketing mix. Discuss.

12. Explain the importance of packing in marketing.
13. Explain the steps involved in new product development.

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

14. Explain various sales forecasting techniques with suitable examples
15. Explain pre testing methods of finished broadcast advertisement
16. The net is growing at an extremely rapid pace. At the same time there are indicators that this growth will slow down. Discuss some factors that overcome that barrier.

SECTION - D**(Compulsory)****(1 × 15 = 15)****17. CASE:**

Classic Business Channel that appeals to the young business managers wants to bring out a business magazine on a monthly basis focusing on brands and personnel. As a brand consultant for the channel, how would you go about? Prepare a business plan report for presentation to its senior executives.

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