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Register Number :

6924

Name of the Candidate :

M.B.A. DEGREE EXAMINATION APRIL 2014.**(APPLIED MANAGEMENT)****(FIRST YEAR)****170 — MARKETING MANAGEMENT**

Time : Three hours

Maximum : 75 marks

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

1. How do you differentiate selling and marketing?
2. Define needs, wants and demands.
3. Mention any two segments for a Detergent powder in Chennai.
4. Give the major difference between urban and rural markets.
5. What is the meaning of Brand Valuation?
6. Mention the new forms of retailing.
7. Define Global Marketing.
8. What is Social Marketing?

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

9. Discuss the interface between strategic and marketing planning.
10. Discuss the process of new product planning and development.
11. Define marketing research and explain the steps involved in marketing research process.
12. Explain the current scenario of rural marketing in India with the help of different elements of rural marketing mix.
13. Explain the key factors that affect Global branding.

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

14. Discuss the emerging new trends and challenges in on-line marketing.
15. Discuss the issues and barriers involved in the global marketing. Justify with examples.
16. What are the factors to be considered in segmenting the market? Explain them in detail.

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

17. “Branding is only for name sake or real credit to the customer” – Discuss it with examples and explain the strategies followed by firms in Brand Nomenclature. Suggest some of the risks and benefits of different branding strategies.

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