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Question Paper Code : 60212

M.B.A. DEGREE EXAMINATION, MAY/JUNE 2014.

Second Semester

BA 9223/BA 923/UBA 9123 — MARKETING MANAGEMENT

(Regulation 2009)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define the term Marketing?
2. What are challenges the present day marketer is facing? Give an Example?
3. What is difference between consumer and industrial markets?
4. What is meant by marketing strategy?
5. Explain the term "product life cycle"?
6. What are the objectives of advertising?
7. Explain online consumer behavior and how it differ from general consumer behavior?
8. What is meant by customer acquisition?
9. What is ethics in marketing?
10. Explain about the trends in online marketing?

PART B — (5 × 16 = 80 marks)

11. (a) Discuss the elements which constitute in Marketing environment?
Explain with examples?

Or

- (b) Explain in detail how marketing interface with other functional areas like production, finance, HRM and Information system?

12. (a) Explain how the strategies for industries marketing will differ from consumer marketing? What are the various steps to be considered while forming those strategies?

Or

- (b) What is meant by service marketing? What are the various steps to be considered in marketing mix for service marketing?

13. (a) What is meant by marketing segmentation? Explain its importance in present day market with examples.

Or

- (b) What are various steps in new product development? Explain with example by taking any new product.

14. (a) Explain the consumer buyer behavior models? What are its benefits and limitations?

Or

- (b) How do we build and measure customer satisfaction? What are benefits of measuring customer satisfaction?

15. (a) What is meant by marketing information system? What are its advantages and disadvantages? Explain its importance in present corporate organizations.

Or

- (b) Explain about the research process in advertising with reference to one product of your choice.
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