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Name of the Candidate:

M.B.A (GLOBAL) DEGREE EXAMINATION, 2011
(FIRST YEAR)
(PAPER-VII)

170. MARKETING MANAGEMENT

Dec.)

(Time: 3 Hours)

Maximum: 75 Marks

SECTION-A

(5×3=15)

Answer any FIVE questions
All questions carry equal marks

1. What is the process of Marketing?
2. How will you segment the market?
3. Define –Product Mix.
4. What is Price Lining?
5. Write a note on one lever channel.
6. What is salesmanship?
7. What do you meant by advertising?
8. What is Publicity?

SECTION-B

(3×10=30)

Answer any THREE questions
All questions carry equal marks

9. Describe the factors that influence the Marketing concept.
10. Enumerate the dimensions of Product Mix.
11. List the various types of channels.
12. Describe the strategies of marketing in global scenario.
13. List the various qualities of salesman.

SECTION-C

(1×15=15)

Answer any ONE question

14. Discuss the bases of market segmentation and explain the elements of Market Segmentation.
15. What is sales promotion? Explain the different methods of sales promotion.
16. Explain the concept of product life cycle. How does it help the product manger to device appropriate product strategies at different stages of PLC.

SECTION-D

(1×15=15)

(Compulsory)

Case study

17. A second –tier consumer goods company had launched a fairness cream in the market two year ago. It competed against the leading brand “Fair and Lovely”. And a couple of other brands. This company’s brand was called ‘Fairy tales’ and was launched with a campaign based on adaptations of some popular fairy tales. Design a questionnaire to test consumer reactions to the advertising campaign and the themes used. The Consumer’s demographics are of particular interest to the Company. Factors such as age, education level, family income hobbies are to be included. Consumer’s awareness and usage status of any of the brands of fairness cream in the Market, and reactions to the new brand ‘Dairy Tales’ are to be tested.

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