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Question Paper Code : BS2109

M.B.A. DEGREE EXAMINATION, AUGUST/SEPTEMBER 2017

Second Semester

DBA 7202 — MARKETING MANAGEMENT

(Common to all Branches)

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define External Marketing.
2. List out the necessary skills for a Marketing Manager.
3. Differentiate Consumer Marketing and Industrial Marketing
4. What are the characteristic of Service Marketing?
5. What is called New Product development?
6. Define Positioning in marketing.
7. Mention any four demerits of online buying
8. How customers will react to a Purchase Dis- satisfaction?
9. List out the importance of Pre-Launch Survey.
10. What is cause Related Marketing?

PART B — (5 × 13 = 65 marks)

11. (a) Explain the Marketing Environment factors for the Cosmetic Industry

Or

- (b) Critically evaluate the trends in marketing practices in the present global environment

12. (a) Describe the Marketing Strategy Formulating Process for a Consumer Product.

Or

- (b) Design a Strategic Marketing Mix Components for a organized retail chain of outlets.
13. (a) Explain the stages of Product Life Cycle and strategies to adapt at every stage.

Or

- (b) 'Advertisement and Sales Promotions are inevitable in marketing' - evaluate with example.
14. (a) Explain the different types in Buyer Behaviour Models with example

Or

- (b) 'Developing Customer Relationship and Retention is the required task for the Marketers' - how banks can adopt strategies for said statement?
15. (a) Develop a Marketing Information System for a Mobile phone marketing.

Or

- (b) Discuss the trends of online marketing among the youth, with suitable examples.

PART C — (1 × 15 = 15 marks)

16. (a) A popular Indian Brand wants to establish, retail chain hyper-market in all metro cities in the country. Before they establish, the company wants to know their success rate compare to other competitive brand.
- (i) Formulate a Market Feasibility Survey Plan (8)
- (ii) Develop a marketing questionnaire to know the success rate of the competitive brand. (7)

Or

- (b) Assume that You are a Consultant in Marketing. A deodorant product segmented for teenagers are to be launched through online marketing.
- (i) Suggest online website marketing strategy. (8)
- (ii) How the decision of celebrity and costing can be decided? (7)

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Question Paper Code : JK4109

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2017.

(From Academic Year 2015-New Question Paper Pattern)

Second Semester

DBA 7202 – MARKETING MANAGEMENT

(Common to All Branches)

(Regulations 2013)

Time : Three hours

Maximum 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define Marketing.
2. What is Information System?
3. Differentiate Consumer Marketing and Services Marketing.
4. What is Marketing Mix?
5. What is Product Positioning?
6. What are the objectives of Sales Promotion?
7. What is Customer Retention?
8. Differentiate industrial and individual buyers.
9. What is retail research?
10. Define Advertising.

PART B — (5 × 13 = 65 marks)

11. (a) What is marketing environment? Explain internal and external environment.

Or

- (b) What is marketing interface? Explain the other functional areas.

12. (a) What is marketing strategy? Explain the key drivers of marketing strategies.

Or

- (b) Explain various strategic marketing mix components.

13. (a) Explain the various stages of product life cycle.

Or

- (b) Define pricing? Discuss the various methods of pricing.

14. (a) What is online buyer behavior? How to build and measure customer satisfaction?

Or

- (b) Explain the factors influencing industrial buyer behavior.

15. (a) Define research. Explain the steps in research process.

Or

- (b) Discuss recent trends in online marketing.

PART C — (1 × 15 = 15 marks)

16. (a) Design a buyer behavior model for purchase of durable goods.

Or

- (b) Develop a sales promotion campaign for kids apparel.

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Question Paper Code : KJ1109

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2017.

Second Semester

DBA 7202 — MARKETING MANAGEMENT

(Common to All Branches)

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Explain the essence of marketing?
2. Define marketing information system.
3. What is consumer marketing?
4. What is service marketing?
5. What is product planning and development?
6. What do you understand by channel management?
7. Define buyer behaviour.
8. What is CRM?
9. Define advertising.
10. What do you mean by the online marketing?

PART B — (5 × 16 = 80 marks)

11. (a) Discuss the relative importance of all environmental forces affecting the marketing system of a firm.

Or

- (b) What are various methods and sources of financing current financial needs? Explain the types of credit extended by retailers to the consumers.

12. (a) Discuss the importance of strategic planning and control in modern business.

Or

- (b) Explain the concept of marketing mix and describe various factors that determine it.

13. (a) Why new products fail? What are the critical forces influencing the management of products?

Or

- (b) Discuss the various methods of pricing.

14. (a) What are the two important sets of determinants of buyer behaviour? Comment on either one set of those determinants.

Or

- (b) Discuss the advantages and disadvantages of online buying process.

15. (a) Evaluate the role, scope and importance of marketing information system.

Or

- (b) Discuss various forms of promotional activities.
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Question Paper Code : K1109

M.B.A. DEGREE EXAMINATION, AUGUST/SEPTEMBER 2016.

Second Semester

DBA 7202 — MARKETING MANAGEMENT

(Common to all branches)

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define marketing environment.
2. What is production?
3. What is industrial marketing?
4. What do you understand by competitor analysis?
5. What is market segmentation?
6. Define sales promotion.
7. What do you mean by the online buyer behaviour?
8. What is customer churn?
9. What is hypothesis?
10. What is retail research?

PART B — (5 × 16 = 80 marks)

11. (a) Discuss the relative importance of all environmental forces affecting the marketing system of a firm.

Or

- (b) Evaluate the role, scope and importance of marketing information system.

12. (a) Discuss the causes of growing consumerism. What are the remedies to provide consumer satisfaction?

Or

- (b) Define marketing of service and point out the reasons for the phenomenal growth in the service market.

13. (a) What is meant by product life cycle? Explain its concepts with examples.

Or

- (b) What do you understand by product planning? Discuss briefly the problems of introducing new products.

14. (a) What are the ingredients of the basic model of buyer behaviour? Comment on the person-centred factors.

Or

- (b) Discuss about the customer relationship management.

15. (a) Describe the steps in advertising creation process with an examples.

Or

- (b) Promotion is more beneficial for marketers than for either consumer or society. Do you agree? Justify your stand.

Reg. No. :

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Question Paper Code : J1189

M.B.A. DEGREE EXAMINATION, AUGUST/SEPTEMBER 2016.

(From Academic Year 2015 New Question Paper Pattern)

Second Semester

DBA 7202 – MARKETING MANAGEMENT

(Common to all branches)

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is marketing?
2. What is global environment?
3. Define marketing strategy.
4. What do you understand by industrial marketing?
5. Explain channel management.
6. Define advertising.
7. What do you mean by customer relationship management?
8. Explain Retaining.
9. Define customer driven organisations.
10. Define online marketing trends.

PART B — (5 × 13 = 65 marks)

11. (a) Explain the concept of marketing environment.

Or

- (b) Explain the nature and purpose of marketing information system.

12. (a) What are the benefits of integrated and co-ordinated strategic marketing plans?

Or

- (b) "The marketing of service is one of the fastest – growing areas of marketing and distribution" – Comment.

13. (a) What are the conditions precedent to successful market segmentation?

Or

- (b) Discuss the multistage approach to pricing.

14. (a) What are the two important sets of determinants of buyer behaviour? Comment on either one set of those determinants.

Or

- (b) What are the different types of online buyer behaviour? With example.

15. (a) Discuss the need for an orderly on going marketing information system.

Or

- (b) What do you mean by buying motives? Explain the importance of studying consumer behaviour in marketing.

PART C — (1 × 15 = 15 marks)

16. (a) Explain the formulation of marketing-mix of a service organisation. Give the example of bank or insurance marketing-mix.

Or

- (b) Enumerate the important advertising media and point out their relative role and advantages.
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Question Paper Code : S1109

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2016.

Second Semester

DBA 7202 — MARKETING MANAGEMENT

(Common to ALL Branches)

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define Marketing.
2. What is global environment?
3. Differentiate consumer market and industrial market?
4. What is marketing mix?
5. Define market segmentation.
6. What is penetration pricing?
7. What do you mean by customer acquisition?
8. What is defection?
9. Define marketing information system.
10. What is sales promotion?

PART B — (5 × 16 = 80 marks)

11. (a) What is marketing environment? Enumerate different marketing environment factors. (16)

Or

- (b) What is marketing interface? Explain various functional areas of marketing interface. (16)

12. (a) What is services marketing? Explain its characteristics. (16)

Or

(b) What is competitor analysis? How do you analyse the competitor for FMCG products explain with suitable example? (16)

13. (a) Explain the various stages of new product development with suitable examples. (16)

Or

(b) Discuss the major market segmentation variables for water purifier and its benefits. (16)

14. (a) Explain the buyer behaviour model and influencing factor of buyer behavior. (16)

Or

(b) What is online buyer behaviour? How to measure the customer satisfaction of online buyers? (16)

15. (a) What is marketing research? Explain the various steps in research process. (16)

Or

(b) Discuss the emergence of online marketing trends and its features. (16)

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Question Paper Code : 80109

M.B.A. DEGREE EXAMINATION, AUGUST 2015.

Second Semester

DBA 7202 — MARKETING MANAGEMENT

(Common to all branches)

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define Marketing.
2. Define External Environment.
3. What is mean by consumer goods marketing?
4. Suggest any four strategies for services marketing.
5. What is mean by Market Segmentation?
6. Define the term positioning.
7. Define buyer behavior.
8. What do you mean by buying motives?
9. Define marketing research
10. What is meant by cluster sampling?

PART B — (5 × 16 = 80 marks)

11. (a) What is marketing? Discuss clearly the evolution of modern concept of marketing.

Or

- (b) "Marketing begins before production and ends after production". Discuss.

12. (a) (i) Explain the types of functional level strategies. (8)
(ii) Explain about the competitive analysis. (8)

Or

- (b) Bring out the special characteristic features of industrial products.
13. (a) Explain the steps involved in new product development. Explain with illustration.

Or

- (b) Describe the methods of pricing and policies in marketing.
14. (a) When an individual is member of several peer groups, are his consuming activities likely to be affected by all groups? Explain.

Or

- (b) What are the influencing factors in buyer behavior? Illustration.
15. (a) Explain Marketing research process in detail with suitable examples.

Or

- (b) "Money spent on advertisement is wasteful" Do you agree? Give reasons.
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Question Paper Code : 22111

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2015.

Second Semester

DBA 7202 — MARKETING MANAGEMENT

(Common to all Branches)

(Regulation 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define Marketing Interface.
2. What is Information System?
3. What is Industrial Market?
4. What is Marketing Mix?
5. What is a Product?
6. What is Penetration pricing?
7. What is Customer retention?
8. What is Buyer Behaviour?
9. What is Online Marketing?
10. What is Retail Research?

PART B — (5 × 16 = 80 marks)

11. (a) Account for the growing importance of marketing and explain the various functions of marketing.

Or

- (b) What is marketing environment? Explain its main dimensions.

12. (a) Explain the various strategies for Industrial marketing and Consumer marketing.

Or

- (b) Discuss Competitor Analysis and strategic marketing mix components.
13. (a) Explain the various stages of New product development with example.

Or

- (b) Explain the bases for segmenting Consumer Markets.
14. (a) Enumerate the various stages of the Buying Decision Process.

Or

- (b) Discuss the factors affecting individual Buying Behaviour of Cell phone and Car (you can assume any brand). ✓
15. (a) Explain Market Information System. What are the different sources for obtaining information for effective Marketing Management? ✓

Or

- (b) Define Marketing research. Explain the various steps of Marketing Research Process.
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Question Paper Code : 46109

M.B.A. DEGREE EXAMINATION, AUGUST 2014.

Second Semester

DBA 7202 — MARKETING MANAGEMENT

(Common to all branches)

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define Marketing.
2. What is Macro Environment?
3. Define Strategy.
4. Differentiate Consumer Marketing and Services Marketing.
5. What is Market Positioning?
6. What are the objectives of pricing?
7. What is customer Acquisition?
8. Define consumerism.
9. What are the objectives of Sales Promotion?
10. What is Retail Research?

PART B — (5 × 16 = 80 marks)

11. (a) What is Marketing Environment? Explain various Marketing environment factors.

Or

- (b) Explain the prospects and Challenges of Marketing in the present Global Environment.

12. (a) Explain various strategies for services marketing and industrial marketing.

Or

- (b) Explain various strategic marketing mix components.

13. (a) Explain the various stages of product life cycle. Suggest appropriate marketing strategy for each stage with example.

Or

- (b) Explain the various methods of pricing. What are the factors to be considered before setting of prices?

14. (a) Explain different types of buyer behaviour Models.

Or

- (b) Explain the various techniques to measure customer satisfaction.

15. (a) Explain various steps in Marketing Research Process.

Or

- (b) Explain the customer driven organization concept in relation to industrial marketing.