

Code: 9E00203

MBA & MBA (Finance) II Semester Supplementary Examinations December/January 2017/2018

MARKETING MANAGEMENT

(For students admitted in 2013, 2014, 2015 & 2016 only)

Time: 3 hours

Max. Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 Define marketing. Discuss in detail about the concept of social marketing.
- 2 What are the factors influencing market segmentation?
- 3 Explain about the phases of product life cycle with an example of your choice.
- 4 Outline the stages involved in the development of a new product.
- 5 Briefly write about objectives and methods of pricing.
- 6 "Advertising plays a vital role in the promotion of a product". Discuss the statement.
- 7 Evaluate the process involved in integrated marketing communication.
- 8 What is direct marketing? What are its advantages?
