



II Semester M.B.A. (Day) Degree Examination, June 2009
(2007- 08 Scheme)

Paper – 2.5 : MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **any six** from the following :

(6×2=12)

1. a) What is customer equity ?
- b) Define data warehousing.
- c) What is product mix ?
- d) Define internal marketing.
- e) Define customer loyalty.
- f) What is psychological pricing ?
- g) What is direct marketing ?
- h) What is pull promotion ?

SECTION – B

Answer **any three** from the following :

(3×8=24)

2. Describe the Marketing Information System.
3. What is customer satisfaction and what are the different ways of measuring it ?
4. What is data mining and how is used in marketing ?
5. What are the different product line strategies ?
6. What is Public Relations ? What are functions and the tools of PR ?

P.T.O.



SECTION – C

Answer **any two** from the following : (2×12=24)

7. Elaborate the different challenges and opportunities of Rural Marketing.
8. Describe the 5 steps in the consumer decision making process.
9. Explain any five new trends in marketing.

SECTION – D

Compulsory : (1×15=15)

Read the case and answer the questions :

HEALTHY FOODS, is a regional manufacturer of milk based health drinks. The company was planning to expand and had recruited an experienced marketing manager to achieve this goal.

Mr. Rakesh, the new marketing manager found that HEALTHY FOODS had not executed its marketing programs in a systematic way. He felt it was necessary to identify the right segments.

- 1) What is the possible segmentation approach that Rakesh can adopt and why ?
- 2) Select one segment and develop the marketing mix for this segment.