



PG – 102

II Semester M.B.A. (Day) Degree Examination, June/July 2013

(2007-08 Scheme)

Management

Paper – 2.5 : MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 75

Instruction : Answer all Sections.

SECTION – A

Answer **any six** questions. Each carries **2** marks.

(6×2=12)

1. a) What is difference between consumer and industrial market ?
- b) What do you understand by societal marketing concept ?
- c) What is data mining ?
- d) Mention the benefits of segmentation.
- e) What is modified re-buy ?
- f) Define value pricing.
- g) What is product line stretching ?
- h) Differentiate between online marketing and network marketing.

SECTION – B

Answer **any three** questions. Each carries **8** marks.

(3×8=24)

2. Briefly explain the core concepts of marketing.
3. Explain the steps to be considered in strategic planning.
4. What are the forces that constitute company's marketing environment ?
5. Explain the bases for market segmentation.
6. How does marketing affect customer value ?

P.T.O.



SECTION - C

Answer **any two** questions. **Each** carries 12 marks.**(2x12=24)**

7. Describe the qualitative and quantitative demand forecasting methods.
8. Explain the important environmental factors to be considered in rural marketing.
9. Discuss the logical steps to be followed in developing positioning strategy.

SECTION - D

(Compulsory)**(1x15=15)**

Case study :

10. As a Marketing Manager, of a new plantation firm selling teak units, you are assigned the task of planning the marketing mix with a view to launching the investment schemes. Explain in detail how would you go about doing this exercise. Would you consider segmentation for effective promotion of teak units and on what basis ?