

(6 pages)

S.No. 8995

P 22 MBACC 23

(For candidates admitted from 2022–2023 onwards)

M.B.A. DEGREE EXAMINATION, NOVEMBER 2023

Business Administration

MARKETING MANAGEMENT

Time : Three hours

Maximum : 75 marks

SECTION A — (20 marks)

I. (A) Multiple choice questions : (5 × 1 = 5)

1. _____ is defined as a social and managerial process by which individuals and organizations obtain what they need and want through value creation and exchange.

- (a) Selling (b) Negotiating
- (c) Marketing (d) Bargaining

2. New product development starts with _____.

- (a) concept development
- (b) idea screening
- (c) idea generation
- (d) market testing

3. Which of the following elements of the promotion mix involves making personal connections with customers for the purpose of making sales?

- (a) E-commerce
- (b) Publicity
- (c) Advertising
- (d) Personal selling

4. _____ involves planning, implementing and controlling the physical flow of materials and final goods from the point of origin of use to meet consumer needs at a profit.

- (a) Physical distribution
- (b) Marketing intermediaries
- (c) Personal distribution
- (d) Neo distribution

5. Services have four distinctive characteristics that greatly affect the design of marketing programs. Which of the following is NOT one of these characteristics?

- (a) Intangibility
- (b) Communicability
- (c) Variability
- (d) Perishability

(B) Fill in the blanks : (5 × 1 = 5)

6. _____ is the sub-dividing of market into homogeneous subsets of customers, where any subset may conceivably be selected as a market target to be reached with a distinct marketing mix.
7. _____ is the product life cycle period when sales fall off and profits drop.
8. _____ is any paid form of non-personal presentation and promotion of ideas, goods and services through mass media such as newspapers, magazines, television or radio by an identified sponsor.
9. A firm that serves small market segments not being served by bigger firms is known as a _____.
10. _____ is the social movement seeking to augment the rights and power of buyers in relation to sellers.

II. Answer ALL questions : (5 × 2 = 10)

11. What is marketing environment?
12. What is branding?
13. What is promotion mix?

14. What is physical distribution?

15. What is direct marketing?

SECTION B — (5 × 5 = 25)

Answer ALL questions, choosing either (a) or (b).

16. (a) Briefly explain the steps in marketing research.

Or

- (b) Explain the need for studying consumer behaviour.

17. (a) Describe the objectives of pricing.

Or

- (b) Explain the positioning strategies used by Indian companies.

18. (a) Explain the difference between advertising and sales promotion.

Or

- (b) Write a note on publicity.

19. (a) Explain the need for conducting distribution cost analysis.

Or

- (b) Discuss the functions of warehousing.

20. (a) Explain the tools available for competitive differentiation of product.

Or

- (b) Write a note on services marketing.

SECTION C — (3 × 10 = 30)

Answer any THREE questions.

21. Elucidate the bases for segmenting consumer markets.
22. List and explain the steps in development of new products.
23. Explain the steps in personal selling.

24. Discuss the functions of retailers.

25. Analyse the marketing strategies available for market leader.