

**Z 4510**

M.B.A. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2006.

Second Semester

BA 1653 — MARKETING MANAGEMENT

(Regulation 2005)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is marketing?
2. What are the factors affecting marketing environment?
3. What is promotion mix? Mention promotion mix elements.
4. Define brand.
5. What are the different types of buying behavior? Mention the parameter used to classify these types.
6. Expand MIS and MDSS.
7. What are the applications of marketing research?
8. What are the stages in marketing research process?
9. What is a worldwide information system?
10. Name any four companies involved with web based marketing programmes.

PART B — (5 × 16 = 80 marks)

11. (a) (i) What key strategic issues are faced by traditional “bricks-and-mortar” retailer such as Wal-Mart, Kmart and Office Depot when they go online to sell products?
- (ii) Providing customer service appears to be one of the primary challenges for Internet marketers. What implication does this have for their “bricks-and-mortar” companies?

Or

- (b) What are the objectives for pricing decisions? What methods are used to arrive at pricing decision when the market is competitive?
12. (a) Choose a company of your choice and explain how micro environmental factors affecting its operations.

Or

- (b) Discuss the role and importance of marketing department with other functional areas in an organization.
13. (a) Suggest suitable strategies for Growth and maturity stage of PLC.

Or

- (b) Explain the new product development process with suitable examples.
14. (a) Discuss the factors affecting the consumer buying behavior in Indian context.

Or

- (b) What are the distinctive characteristics of services as opposed to goods? Explain the additional three marketing mix elements in services marketing.
15. (a) Explain Marketing research process with suitable examples.

Or

- (b) Explain CRM with suitable examples. Why is it important in modern day business context?