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**K 4510**

M.B.A. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2007.

Second Semester

BA 1653 — MARKETING MANAGEMENT

(Regulation 2005)

Time : Three hours

Maximum : 100 marks.

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define the 'Marketing Concept'.
2. How does the concept of 'Value-Cost Gap' facilitate customers?
3. Define 'Brand positioning'.
4. How does 'Margin-Turnover' framework operate in retailing?
5. How does 'Psychoanalytic model' explain buyer behaviour?
6. How does 'Franchising' help in service marketing?
7. What is the scope of 'customer database'?
8. What are the syndicated research services?
9. What are the different types of web sites used in marketing?
10. Define 'buying out' brands.

PART B — (5 × 16 = 80 marks)

11. (a) Explain the factors to be considered under environment analysis general and specific to business.

Or

- (b) Describe the value-creation and value-delivery process in the present day context.

12. (a) What are the approaches in selecting brand names? Bring out the various options in branding.

Or

- (b) How do physical distribution and marketing logistics practices suit a systems approach?

13. (a) Briefly explain the speciality in business buying due to characteristics of market/product.

Or

- (b) Enumerate the expanding services in range, sophistication and complexities.

14. (a) Discuss about the market based and process based methods of assessing competitive advantage.

Or

- (b) How does market-driven quality approach evolve? Explain the customer satisfaction measurement process.

15. (a) What are the benefits of web marketing? Illustrate the tasks in establishing web marketing.

Or

- (b) Examine the marketing challenges of the new economy to the marketers.
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