

Q 6511

M.B.A. DEGREE EXAMINATION, MAY/JUNE 2006.

Second Semester

BA 1653 – MARKETING MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Differentiate between selling and marketing.
2. Illustrate the product hierarchy with an example.
3. What is demarketing?
4. What are the steps in consumer decision making?
5. Explain the concept of repositioning.
6. What do you understand by the term product mix?
7. What do you mean by marketing process?
8. When is penetration pricing a good option?
9. What are the distinguishing characteristics of services vis-à-vis products?
10. What is consumerism?

PART B — (5 × 16 = 80 marks)

11. (i) Explain the concept of Product Life Cycle.
(ii) How do marketing strategy and marketing mix change across the PLC stages?

12. (a) Why is it necessary for a marketer to study the marketing environment? What are the environmental variables to be taken into consideration?

Or

- (b) Outline the stages in new product development.

13. (a) Explain Market segmentation, targeting and positioning with a real life example.

Or

- (b) Explain the channel design process and suggest ways to resolve channel conflicts.

14. (a) Discuss the contents of a marketing research report.

Or

- (b) Explain the different types of marketing research. How would you compare consumer marketing research with industrial marketing research?

15. (a) Discuss the different online advertising options for a marketer.

Or

- (b) Has marketing changed in the 'Connected world'? Discuss the strategy implications of the Internet for marketing?