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Question Paper Code : 85509

M.B.A. DEGREE EXAMINATION, FEBRUARY 2012.

Second Semester

DBA 1652 – MARKETING MANAGEMENT

(Regulation 2007/2009)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What are the functions of marketing?
2. What are the five stages of environmental analysis?
3. Write down the criteria for market segmentation.
4. What is Brand positioning?
5. Define the term buyer behavior.
6. List out the four major variables influencing buyer decisions.
7. Write down the scope of marketing research.
8. Write down the objectives of marketing channel.
9. What are the foundational principles of web marketing?
10. State any four online pricing strategies.

PART B — (5 × 16 = 80 marks)

11. (a) Discuss the nature and scope of marketing.

Or

- (b) What are the various types of marketing environment? Explain.

12. (a) Explain the different stages of product life cycle and strategies to be followed for each stage.

Or

- (b) What are the several ways to determine advertisement outlays? Explain.

13. (a) Discuss the various aspects of Individual and Industrial buyer behaviour.

Or

(b) Explain the various steps in personal selling.

14. (a) Define marketing research and explain the steps involved in marketing research process.

Or

(b) Explain the ten most useful tips to delight the customer with suitable examples.

15. (a) Discuss the various strategies followed on internet marketing in India.

Or

(b) Explain the impact of information technology on marketing.
