

7. What is promotion mix ?
8. What is distribution ?

**SECTION - B** (3 × 15 = 45)

*Answer any THREE questions.*

*All questions carry equal marks.*

9. Write a note on concepts of marketing tasks.
10. Enumerate the classification of goods in product planning and development.
11. Analyse the importance of marketing mix.
12. Explain the various pricing methods.
13. Critically analyse the process of marketing research.

**SECTION - C** (1 × 15 = 15)

14. *Case Study :*

There is no differences among local marketing and national marketing and global marketing. Comment and answer the following :

- (a) Policies of the Indian Government favouring Imports.
- (b) Source of Export Finance.

Register Number :

Name of the Candidate :

**6 2 7 9**

**M.B.A. ( E-Business)  
DEGREE EXAMINATION, 2010**

( FIRST YEAR )

( PAPER - II )

**120. MARKETING MANAGEMENT**

December ] [ Time : 3 Hours

Maximum : 75 Marks

**SECTION - A** (5 × 3 = 15)

*Answer any FIVE questions.*

*All questions carry equal marks.*

1. Define marketing.
2. What is market planning ?
3. Define market segmentation.
4. What is market research ?
5. What do you understand by consumer behaviour ?
6. What is marketing mix ?

**Turn Over**