

Register Number :

Name of the Candidate :

2 3 5 4

M.B.A. (E-Business)

DEGREE EXAMINATION, 2011

(FIRST YEAR)

(PAPER - II)

120. MARKETING MANAGEMENT

May] [Time : 3 Hours

Maximum : 75 Marks

SECTION - A (5 × 3=15)

Answer any FIVE questions.

All questions carry equal marks.

1. What is marketing ?
2. What do you understand by marketing environment?
3. What is meant by promotion mix ?
4. Define salesmanship.
5. Define the term 'consumerism.'

Turn Over

6. What is marketing mix ?
7. Write a short note on 'advertisement.'
8. What is packaging ?

SECTION - B (3×15 = 45)

Answer any THREE questions.

All questions carry equal marks.

9. Discuss the importance of systems approach to modern marketing.
10. Explain the kinds of marketing strategies.
11. Analyse the various steps in the planning and development of a new product.
12. Explain the personal selling and its merits and limitations.
13. "Advertising is economically beneficial but not socially justifiable." - Comment.

SECTION - C (1×15=15)

(Compulsory)

14. CASE STUDY :

A company was manufacturing and marketing textile goods. Capital outlays heavy. But the company could not become a leader in the market. Marketing department was accusing the production department. The production department found fault with the Finance department. The top management found fault with the Quality Maintenance department.

As an industrial consultant how would you analyse the situation ? What suggestion would you offer ?