



MBA.F.II/11.222

MBA DEGREE (F.T) II SEMESTER EXAMINATION APRIL 2011

SMS 2205 MARKETING MANAGEMENT

Time : 3 Hours

Maximum Marks : 50

(Each question carries TEN marks)

- I. A. An obsessive focus on the customer may result in the firm losing sight of competition. Marketing has to balance many concerns of various stakeholders like customers, owners, employees, channel partners etc. Defining marketing as only customer orientation is another kind of myopia. Explain your position with regard to this view.

OR

- B. Explain and differentiate social marketing and societal marketing with suitable examples.
- II. A. Explain any three psychological variables typically used to study and understand consumer behaviour.

OR

- B. Using an example of your choice, explain how a market segment can be selected for targeting. What criteria can be used to compare and evaluate attractiveness of a market segment?
- III. A. Explain how product life-cycle of a technology product with a rapid of obsolescence will look like. What would be your marketing strategy for such a product?

OR

- B. Explain the new product development process using a suitable example.
- IV. A. What are the typical reasons behind channel conflicts? Explain with suitable examples.

OR

- B. Explain vertical marketing systems with suitable examples.
- V. A. Explain consumerism and its evolution.

OR

- B. Do you think there is a market in India for Green and environment friendly products considering the typical higher prices? Explain your views with examples
