



**M.B.A.(FT)/M.B.A.(IB)/M.B.A.(TT) /M.B.A.(PT) DEGREE II SEMESTER EXAMINATION
MAY 2015**

SMS 2202/ SMI 2202/SMT 2202/SMP 2202 MARKETING MANAGEMENT
(Regular and Supplementary)

Time: 3 Hours

Maximum Marks: 50

PART A(Answer *ALL* questions)

(5 × 2 = 10)

Write a sentence or two on:

1. Environment scanning.
2. Market segmentation.
3. Product mix.
4. Personal selling.
5. Green marketing.

PART B(Answer *ANY FIVE* questions)

(5 × 4 = 20)

6. Explain the nature and scope of marketing.
7. Explain the important facets of marketing environment.
8. How would you segment the market for copying machines such as Xerox or Canon photo copiers?
9. Explain how a Marketing Information System (MIS) differs from a Decision Support System (DSS).
10. Define product life cycle. Explain the stages of PLC.
11. Explain the advantages and limitations of the following promotion tools – sales promotion and personal selling.
12. What are channels of distribution? How are they chosen?

PART C(Answer *ANY TWO* questions)

(2 × 10 = 20)

13. Examine the major problems that come in the way of evaluating performance of marketing activities.
14. Providing customer service appears to be one of the primary challenges for internet marketers. What implications does this have for their “bricks and mortar” competitors?
15. In developing a new product, how can a firm make sure that it is being socially