



MBA.IB.II/04.13. 0391

**MBA DEGREE (INTERNATIONAL BUSINESS) II SEMESTER EXAMINATION
APRIL 2013**

**SMI 2202 MARKETING MANAGEMENT
(2012 Admission)**

Time : 3 Hours

Max. Marks: 50

**PART A
(Answer ALL questions)**

(5 x 2 = 10)

1. What do you mean by environmental analysis?
2. Define marketing information systems.
3. Explain marketing mix.
4. What is new product adaptation process?
5. Briefly explain Green marketing.

**PART B
(Answer ANY FIVE questions)**

(5 x 4 = 20)

6. Explain steps involved in marketing research.
7. Discuss the use and objectives of advertisement.
8. What are the factors to be considered while determining the channels of distribution?
9. Explain the importance of promotion strategies in the present competitive environment.
10. Discuss the factors influencing consumer behaviour.
11. State the importance of packaging, labelling, warranties and guarantees in marketing and brand building.
12. What are the effects of globalisation in marketing?

**PART C
(Answer ANY TWO questions)**

(2 x 10 = 20)

13. What are the essential requirements for the marketing success of a new product or a service under the present competitive environment?
14. Write short notes on:
 - (i) Publicity
 - (ii) Personal selling
 - (iii) Promotional mix
 - (iv) Social marketing
15. Explain the various methods of pricing.