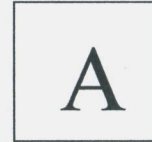
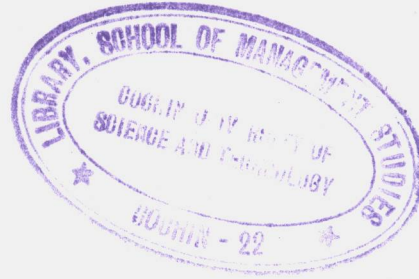


MBA(P)II/05.14 .0529



MBA (PT) DEGREE II SEMESTER EXAMINATION MAY 2014

SMP 2202 MARKETING MANAGEMENT

Time: 3 Hours

Maximum Marks: 50

PART A

(Answer *ALL* questions)

(5 x 2 = 10)

1. Differentiate between consumer products and industrial products.
2. Differentiate between production concept and product concept of marketing.
3. What are four C's of marketing?
4. What is meant by psychographic segmentation?
5. Define consumerism.

PART B

(Answer *ANY FIVE* questions)

(5 x 4 = 20)

6. What is marketing research? Discuss its scope and benefits.
7. Explain the various pricing methods that are used in new product pricing with examples.
8. Explain different methods of sales promotion with examples.
9. Discuss the scope of cyber marketing in the emerging marketing scenario.
10. What is test marketing? Briefly discuss the test marketing methods used in case of consumer products.
11. Critically evaluate the five-stage model of the consumer buying decision process.
12. Define the types of channel intermediaries and describe their functions and activities.

PART C

(Answer *ANY TWO* questions)

(2 x 10 = 20)

13. What are the basic functions of advertising? How do you evaluate the effectiveness of advertising?
14. Discuss the concept of product life cycle with examples and explain various strategies that marketers used to adopt at various stages of PLC in case of consumer products.
15. Explain the personal, demographic and socio-cultural factors that affect the consumer behavior.