

**MBA-040**

**MSP-15**

**M.B.A. DEGREE EXAMINATION —  
JANUARY, 2015.**

**First Year**

**MARKETING MANAGEMENT**

**Time : 3 hours**

**Maximum marks : 75**

**SECTION A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

**All questions carry equal marks.**

1. Explain the approaches to the study of Marketing.
2. What are the determinates of consumer behaviour?
3. Explain Product Life Cycle with examples.
4. What are the functions of middlemen in marketing?
5. What is relationship marketing? How it is different from marketing.

SECTION B — ( $4 \times 15 = 60$  marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Define market segmentation. What are the bases for market segmentation with examples?
  7. Explain external and internal factors which influence marketing environment.
  8. What is New Product Development? Explain the steps involved in New Product Development.
  9. What are the different pricing methods? Explain the merits and demerits of each method.
  10. Explain various sales promotional tools and techniques with the help of an example.
  11. Write a note on special areas in marketing.
  12. Is marketing research as necessary in the industrial goods field as it is in the consumer goods field? Why or why not?
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