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Question Paper Code : S1009

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2016.

Second Semester

DBA 1652 — MARKETING MANAGEMENT

(Regulations 2007/2009)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define Marketing.
2. State any four critical functions of Marketing Manager.
3. What is the objective of Segmentation?
4. Differentiate Publicity and Public Relations.
5. List out the unique characteristics of Industrial Marketing.
6. Write a short note on characteristics of Services.
7. Mention the objectives of Marketing Research.
8. What is known as Customer Retention?
9. What are the demerits of Online Marketing?
10. State any two future challenges for Marketers.

PART B — (5 × 16 = 80 marks)

11. (a) Explain the factors influencing Market Environment.

Or

- (b) 'Study of Marketing is interdisciplinary' discuss with illustration.
12. (a) Explain the basis of Marketing Segmentation, with illustration of any product/service of your choice.

Or

- (b) Develop a model for Promotion Camping for launching a new garment show room.

13. (a) Explain the Consumer Buyer Behavior Model.

Or

(b) How to develop Customer Satisfaction Model for a multi cuisine restaurant?

14. (a) Design a Market Research Plan for the study of brand preferences by the customers towards Smart Mobile phones.

Or

(b) Suggest your ideas for a star hotel to develop a customer relationship management.

15. (a) Compare and Contrast the merits and demerits of traditional and web based marketing.

Or

(b) Comment on Future Trends in marketing.

Reg. No. :

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Question Paper Code : 80009

M.B.A. DEGREE EXAMINATION, AUGUST 2015.

Second Semester

DBA 1652 — MARKETING MANAGEMENT

(Regulations 2007/2009)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is the primary role of marketing function in an organization?
2. How does the elasticity of demand affect pricing?
3. What are the benefits of segmentation?
4. List out any two differences between consumer marketing and industrial marketing in terms of demand for the product.
5. Draw the product life cycle of a fashion product.
6. List out the tasks of a product manager, say in a beverages company.
7. What is the difference between a retailer and a wholesaler?
8. What is a channel conflict?
9. What are the types of appeals used in marketing communication?
10. What is subliminal advertising?

PART B — (5 × 16 = 80 marks)

11. (a) Why is it important for a marketer to study the business environment? Explain your answer with examples.

Or

- (b) Explain the Standardization Vs. Differentiation dilemma facing global marketers. What are the parameters to consider in resolving this dilemma?

12. (a) Consider the domestic aviation market in India. Explain the bases for Segmentation of this market. Describe the targeting and positioning of the major players in this market.

Or

- (b) Illustrate the Consumer decision-making process with an example.
13. (a) Explain the term 'Diffusion of innovation' Outline the steps in new product development process.

Or

- (b) Explain the different product mix pricing strategies.
14. (a) Illustrate with examples the use of Qualitative research techniques in marketing.

Or

- (b) Explain the different methods of demand forecasting.
15. (a) Explain the following terms :
- (i) Social Commerce
 - (ii) Mobile commerce
 - (iii) Search Engine Advertising
 - (iv) Viral marketing.

Or

- (b) Discuss with examples, how the Internet has empowered the customers?
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Question Paper Code : 22011

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2015.

Second Semester

DBA 1652 — MARKETING MANAGEMENT

(Regulation 2007/2009)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What constitutes the macro environment of marketing?
2. What is product marketing?
3. What is replacement product?
4. Define retailing.
5. Identify the psychological factors that influence the consumer behavior.
6. What is a reference group?
7. What is primary data?
8. What is selective distribution?
9. Define online marketing?
10. What are the challenges for rural marketing in India?

PART B — (5 × 16 = 80 marks)

11. (a) Explain briefly the various environmental factors affecting the marketing function.

Or

- (b) Discuss which marketing concepts are easier to apply in short run and predict which concepts can offer the best long term success. Why?

12. (a) Why new products are failed? How to solve the problems of new products failure?

Or

- (b) What is promotion? Explain the ingredients of promotion mix in detail.

13. (a) What do you mean by buying motives? What are its different types?

Or

- (b) Define consumer behavior and discuss the need for consumer behavior analysis for marketing decision making.

14. (a) How to decide the channel intermediaries? How the channel members are used to promote the market?

Or

- (b) What is marketing research design? State the contents of a research design.

15. (a) Formulate a marketing strategy for a new product. Say I-station. (Which is a home emailing facility without computer)?

Or

- (b) Discuss the impact of information technology on marketing decision.
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Reg. No.

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Question Paper Code : 46009

M.B.A. DEGREE EXAMINATION, AUGUST 2014.

Second Semester

DBA 1652 — MARKETING MANAGEMENT

(Regulations 2007/2009)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is micro environment?
2. Differentiate customer oriented organization and profit oriented organization?
3. What is targeting?
4. Differentiate advertising and personal selling?
5. What is meant by customer satisfaction?
6. Define buyer behaviour?
7. What is market research?
8. What are services?
9. What is online marketing?
10. What is product positioning?

PART B — (5 × 16 = 80 marks)

11. (a) Explain the functional areas of marketing interface.

Or

- (b) Analyse the macro environment factors of marketing environment.

12. (a) Explain the stages of New product development.

Or

(b) Explain the various methods of pricing.

13. (a) Explain the stages in the buyer decision process.

Or

(b) Enumerate the major influences on industrial buying behaviour.

14. (a) Discuss the steps involved in marketing research process.

Or

(b) What are the various marketing research tools and techniques followed by marketers?

15. (a) Discuss the problem faced by the consumers in online marketing.

Or

(b) Discuss web based marketing programmes?

Reg. No. :

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Question Paper Code : 96009

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2014.

Second Semester

DBA 1652 – MARKETING MANAGEMENT

(Regulations 2007/2009)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. List out the characteristics of services.
2. What is de-marketing?
3. What are the benefits of segmentation?
4. Explain Zero-level channel with an example.
5. Explain any one product mix pricing strategy with an example.
6. What are the elements of promotion mix?
7. What do you mean by mass customization?
8. When would you advocate price penetration strategy for a new product?
9. List out any two differences between consumer marketing (B2C) and industrial marketing (B2B) based on the demand.
10. What is surrogate advertising?

PART B — (5 × 16 = 80 marks)

11. (a) Discuss the evolution of marketing, highlighting the factors that caused those shifts.

Or

- (b) Why is it necessary for an MNC to study the marketing environment in India. Illustrate your answer with examples.

12. (a) Draw the different forms of Product Life Cycle (PLC) and discuss how the marketing mix elements vary from one PLC stage to the other.

Or

- (b) Outline the stages in new product development.

13. (a) Explain the concept of positioning and re-positioning with examples.

Or

- (b) Discuss the reasons behind channel conflict. How to manage those conflicts?

14. (a) Discuss the usefulness of qualitative research in marketing. You may illustrate your answer with examples.

Or

- (b) Explain the different demand forecasting techniques, highlighting their pros and cons.

15. (a) Explain the following terms :

(i) E-Commerce (5)

(ii) M-Commerce (5)

(iii) F-Commerce. (6)

Or

- (b) How has the Internet (in particular, the social media) affected marketing? As a result, what are the new trends/phenomena that you observe.
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Reg. No. :

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Question Paper Code : 86009

M.B.A. DEGREE EXAMINATION, AUGUST 2013.

Second Semester

DBA 1652 — MARKETING MANAGEMENT

(Regulation 2007/2009)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Explain strategic marketing concept.
2. Differentiate between research design and experimental design.
3. What are the reasons for branding?
4. Define POP.
5. What are the benefits of segmentation?
6. List the steps involved in personal selling process.
7. What are the objectives of pricing?
8. What is diffusion model?
9. What are logistics subsystems?
10. What are the tools and techniques of marketing control?

PART B — (5 × 16 = 80 marks)

11. (a) What major ways do industrial and consumer markets differ? (16)
Or
(b) Discuss the impact of advertising on products and consumers. (16)
12. (a) Explain in detail maslow's need hierarchy. (16)
Or
(b) Discuss the process of new product planning and development. (16)

13. (a) Explain the stages and strategies involved in a standard PLC. (16)

Or

(b) Explain the functions and flows in a marketing channel. (16)

14. (a) Explain the steps involved in designing a marketing control system? (16)

Or

(b) Explain the components of a marketing plan. (16)

15. (a) Write briefly about various types of marketing organizations. (16)

Or

(b) Discuss the importance of packaging. (16)

Reg. No. :

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Question Paper Code : 86009

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2013.

Second Semester

DBA 1652 — MARKETING MANAGEMENT

(Regulation 2007/2009)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — ($10 \times 2 = 20$ marks)

1. Illustrate the product hierarchy with an example.
2. When will an organization consider undertaking de-marketing efforts?
3. What are the steps in consumer decision making?
4. Explain the concept of positioning.
5. What do you understand by the term product mix?
6. What do you mean by marketing process?
7. When is penetration pricing a good option?
8. What is AIDA?
9. What are the distinguishing characteristics of services vis-à-vis products?
10. What is consumerism?

PART B — ($5 \times 16 = 80$ marks)

11. (a) Explain the different decisions that are typically taken by a Product Manager.

Or

- (b) How do marketing strategy and marketing mix change across the PLC stages?

12. (a) Why is it necessary for a marketer to study the marketing environment?
What are the environmental variables to be taken into consideration?

Or

- (b) Outline the stages in new product development.
13. (a) Explain Market segmentation, targeting and positioning with a real life example.

Or

- (b) Explain the channel design process and suggest ways to resolve channel conflicts.
14. (a) Discuss the contents of a marketing research report.

Or

- (b) Explain the following pricing strategies with illustrative examples:
- (i) Psychological pricing
 - (ii) Promotional pricing
 - (iii) Product bundled pricing
 - (iv) Captive produce pricing.
15. (a) Discuss the different online advertising options for a marketer.

Or

- (b) Has marketing changed in the 'Connected world'? Discuss the strategy implications of the Internet for marketing.
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Reg. No. :

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Question Paper Code : 75509

M.B.A. DEGREE EXAMINATION, AUGUST 2012.

Second Semester

DBA 1652 — MARKETING MANAGEMENT

(Regulation 2007/2009)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What are the conditions to be satisfied for exchange to happen?
2. How production and marketing activities create utility?
3. What are the elements of marketing mix?
4. What is strategic marketing concept?
5. Differentiate between research design and experimental design.
6. What are the reasons for branding?
7. What are the special characteristics of services?
8. What is meant by POP?
9. What is an augmented product?
10. What are the major causes for new product failure?

PART B — (5 × 16 = 80 marks)

11. (a) Discuss the benefits of market segmentation.

Or

- (b) Discuss the interface between strategic and marketing planning.

12. (a) How to choose between skimming and penetration pricing? Explain.

Or

- (b) Explain the steps involved in the personal selling process.
13. (a) Discuss the macro and micro impact of advertising.

Or

- (b) Explain some of the major uses of marketing research.
14. (a) Discuss the process of new product planning and development.

Or

- (b) Explain Event marketing and Franchising.
15. (a) Discuss the impact of information technology of marketing decisions.

Or

- (b) Discuss the emerging new trends and challenges to measures in online marketing.
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Reg. No. :

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Question Paper Code : 85509

M.B.A. DEGREE EXAMINATION, FEBRUARY 2012.

Second Semester

DBA 1652 – MARKETING MANAGEMENT

(Regulation 2007/2009)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What are the functions of marketing?
2. What are the five stages of environmental analysis?
3. Write down the criteria for market segmentation.
4. What is Brand positioning?
5. Define the term buyer behavior.
6. List out the four major variables influencing buyer decisions.
7. Write down the scope of marketing research.
8. Write down the objectives of marketing channel.
9. What are the foundational principles of web marketing?
10. State any four online pricing strategies.

PART B — (5 × 16 = 80 marks)

11. (a) Discuss the nature and scope of marketing.

Or

- (b) What are the various types of marketing environment? Explain.

12. (a) Explain the different stages of product life cycle and strategies to be followed for each stage.

Or

- (b) What are the several ways to determine advertisement outlays? Explain.

13. (a) Discuss the various aspects of Individual and Industrial buyer behaviour.

Or

- (b) Explain the various steps in personal selling.

14. (a) Define marketing research and explain the steps involved in marketing research process.

Or

- (b) Explain the ten most useful tips to delight the customer with suitable examples.

15. (a) Discuss the various strategies followed on internet marketing in India.

Or

- (b) Explain the impact of information technology on marketing.
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Reg. No. :

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Question Paper Code : 95509

M.B.A. DEGREE EXAMINATION, AUGUST 2011.

Second Semester

DBA 1652 — MARKETING MANAGEMENT

(Regulation 2007/2009)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — ($10 \times 2 = 20$ marks)

1. What is marketing mix?
2. Explain micro environment.
3. Explain market segmentation.
4. What are the limitations of personal selling?
5. What is organizational buying?
6. What are the different stages of the buying decision process?
7. What are the advantages of secondary data?
8. How is sample size determined?
9. What is web based marketing?
10. Explain the advantages of online marketing.

PART B — ($5 \times 16 = 80$ marks)

11. (a) Explain the marketing environment of a business.

Or

- (b) Analyze the external uncontrolled factors which affect marketing environment.

12. (a) What is a brand? What are its advantages? Is branding socially desirable?

Or

- (b) Develop a promotional strategy for the following and explain:
- (i) Nano Car of Tata
 - (ii) Cell phone of NOKIA
 - (iii) Color TV of LG.
13. (a) What are the major factors influencing buyer behavior?

Or

- (b) Explain the various characteristics of services marketing.
14. (a) Explain the process for market research.

Or

- (b) With illustrations from Indian Context describe various distribution channels.
15. (a) Explain web based marketing in detail with its scope, merits and demerits.

Or

- (b) What is MIS? Explain why is it needed.
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Reg. No. :

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Question Paper Code : 85509

M.B.A. DEGREE EXAMINATION, FEBRUARY 2011.

Second Semester

DBA 1652 — MARKETING MANAGEMENT

(Regulation 2007/2009)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What are the salient features of marketing?
2. What is marketing environment?
3. What is promotion mix (IMC)? Mention its components.
4. Define a brand. Mention four examples.
5. What are the different types of buying behaviour?
6. Mention the components of Marketing Information System.
7. What are the applications of marketing research?
8. Mention the steps involved in the Marketing Research Process.
9. What is online marketing?
10. Mention any four companies involved with web based marketing programmes.

PART B — (5 × 16 = 80 marks)

11. (a) Discuss the importance of micro environmental factors in shaping marketing strategy of a company.

Or

- (b) Explain the role and importance of marketing department internal relationships with other departments inside the organization in the globalised scenario.

12. (a) What are the probable strategies that the company can adopt for Growth and maturity stage of PLC. Use an example.

Or

- (b) Explain the steps involved in the new product development with examples.

13. (a) Discuss the factors affecting the consumer buying behaviour with suitable Indian examples.

Or

- (b) What are the distinctive features of services marketing? Highlight the role of additional marketing mix elements appropriate for the services marketing.

14. (a) Explain the marketing research process with suitable examples.

Or

- (b) Discuss the concept of Customer Relationship Marketing. Highlight its importance in the globalised scenario.

15. (a) Discuss the issues and barriers involved in the global marketing. Justify with examples.

Or

- (b) Highlight the importance of service back-up for the customer in the internet marketing. Discuss the issues and challenges in online marketing.
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Question Paper Code : GG 1509

M.B.A. DEGREE EXAMINATION, AUGUST 2010.

Second Semester

DBA 1652 — MARKETING MANAGEMENT

(Regulation 2007/2009)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — ($10 \times 2 = 20$ marks)

1. Mention any 4 types of demand states.
2. Define Needs, Wants and Demands.
3. What is behavioral basis for segmentation?
4. Brand and Brand equity.
5. What is customer satisfaction and customer delight?
6. What is service marketing mix?
7. State four qualitative measures in marketing research.
8. Define CRM and TQM.
9. Write two lines on E-marketing and E-purchasing.
10. What are the features to be consider to create an effective web-site?

PART B — ($5 \times 16 = 80$ marks)

11. (a) What is holistic marketing concept and explain its dimensions.

Or

- (b) What is the scope of global marketing and what are the reasons for globalization?

12. (a) Explain new product development decision process.

Or

- (b) Explain the following pricing strategies :

- (i) Price quality
- (ii) New product
- (iii) Product mix pricing.

13. (a) What are the factors influencing consumer behavior?

Or

- (b) Explain the best practices of service-quality management.

14. (a) Develop a research plan for determining brand awareness of a soft drink company like coke.

Or

- (b) Define Marketing Research and explain its process.

15. (a) What are the pros and cons of on-line research?

Or

- (b) Write the stages of Direct Mail Marketing and what are the important Guidelines of e-mail marketers?

Reg. No. :

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Question Paper Code : YY 1509

M.B.A. DEGREE EXAMINATION, FEBRUARY 2010.

Second Semester

DBA 1652 — MARKETING MANAGEMENT

(Regulation 2007)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is definition of marketing?
2. Mention the meaning of marketing environment.
3. What is a product?
4. Mention any two segments for a toilet soap in Chennai city.
5. Who is a buyer?
6. Define customer satisfaction.
7. What is market research?
8. What is perception?
9. What is sample size?
10. Mention any one method in demand estimation.

PART B — (5 × 16 = 80 marks)

11. (a) Discuss the interface of marketing with other functional areas of a company organisation.

Or

- (b) Discuss various concepts that are used in marketing.

12. (a) Explain brand management.

Or

(b) Discuss cost plus pricing.

13. (a) What are the factors that influence buyer behaviour? Discuss.

Or

(b) How do you measure customer satisfaction of consumers of toilet soap? Explain.

14. (a) What are the contents in a marketing research report? Describe in detail.

Or

(b) Explain new product development and launching.

15. (a) Discuss on-line marketing.

Or

(b) What are the emerging challenges to marketers? Describe.

Reg. No. :

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Z 1509

M.B.A. DEGREE EXAMINATION, FEBRUARY 2009.

Second Semester

DBA 1652 — MARKETING MANAGEMENT

(Regulation 2007)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define Marketing concept.
2. What do you mean by Marketing Environment?
3. Why marketers go for Market Segmentation?
4. What is positioning?
5. Define customer satisfaction.
6. What are the factors influencing buyer behaviour?
7. What is Marketing Research?
8. What is your selective distribution?
9. What are the challenges for rural marketing in India?
10. What is online marketing?

PART B — (5 × 16 = 80 marks)

11. (a) The present day marketing is consumer oriented-Discuss.

Or

- (b) Discuss the environmental regulations relating to global markets.

12. (a) Describe the promotional policies suitable for products which are namely introduced in the market.

Or

- (b) How to decide the channel intermediaries? How the channel members are used to promote the market?

13. (a) Compare and contrast various models of marketing decision revealing consumer behaviour.

Or

- (b) Explain the Behavioural Research. Why marketers are concerned with it?

14. (a) Explain the importance and role of marketing research in marketing information system..

Or

- (b) Narrate the steps in the new product development process. How the marketing research is useful?

15. (a) Discuss the stages through which a computer software marketing company can learn and adopt new trends and challenges in marketing.

Or

- (b) Identify the major form of web based marketing programmes and explain the benefit of online marketing.
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Reg. No. :

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LL 1609

M.B.A. DEGREE EXAMINATION, AUGUST 2009.

Second Semester

DBA 1652 — MARKETING MANAGEMENT

(Regulation 2007)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — ($10 \times 2 = 20$ marks)

1. What are the fundamental bases of Marketing Management?
2. Distinguish between various philosophies of marketing.
3. What are the elements of marketing mix?
4. What are the stages involved in the buying decision process?
5. Differentiate between research design and experimental design.
6. What are the reasons for branding?
7. What are the special characteristics of services?
8. What are the objectives of pricing?
9. What is Retailing?
10. What are the major causes for new product failure?

PART B — ($5 \times 16 = 80$ marks)

11. (a) How does environmental intervention affect the marketing system?
Explain.

Or

- (b) Discuss the role of packaging in marketing management.

12. (a) What are the factors to be considered in segmenting a market? Describe all of them in detail.

Or

- (b) Discuss the interrelationship between strategic and marketing planning.
13. (a) How will you choose between skimming and penetration pricing? Discuss.

Or

- (b) Explain the concept of PLC and the associated marketing strategies.
14. (a) Discuss the macro and micro impact of advertising.

Or

- (b) Explain the major uses of marketing research.
15. (a) Explain the problems faced in global marketing.

Or

- (b) Design a Marketing Information System with all its Subsystems.