

Register Number :

Name of the Candidate :

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M.B.A. DEGREE EXAMINATION, 2013

(HUMAN RESOURCE MANAGEMENT)

(FIRST YEAR)

(PAPER - IV)

140 / 120. MARKETING MANAGEMENT

*(Common with M.B.A. [Marketing Management]
and Financial Management)*

May]

[Time : 3 Hours

Maximum : 75 Marks

SECTION – A (5 × 3 = 15)

1. *Write short notes on any FIVE:*

- (a) Integrated marketing.
- (b) Psychographics.
- (c) Industrial products.

Turn Over

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- (d) Target pricing.
- (e) Warehousing.
- (f) Adulteration.
- (g) BCG.
- (h) Marketing plan.

SECTION – B (3 × 10 = 30)

Answer any THREE questions.

ALL questions carry EQUAL marks.

- 2. Discuss the functions of marketing.
- 3. List the characteristics of consumer behaviour.
- 4. What are the benefits of a brand?
- 5. What are the features of a skimming strategy?
- 6. Explain the methods of pricing.

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SECTION – C (1 × 15 = 15)

Answer any ONE question.

- 7. Discuss the factors affecting warehousing choices.
- 8. Discuss Ethics in Marketing.
- 9. Discuss the benefits of market segmentation.

SECTION – D (1 × 15 = 15)

(Compulsory)

- 10. In modern Indian perspective, how culture factors influence the consumer behaviour and purchase decision?