

Code No. 4053

FACULTY OF MANAGEMENT

M.B.A. I – Semester (CBCS) Examination, October / November 2021

Subject: Marketing Management

Paper – MB – 1.3

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4 x 5 = 20 Marks)

- 1 What are the Marketing tasks?
- 2 Explain Cost Leader.
- 3 What is Cannibalization?
- 4 Explain Services Mix.
- 5 What is Matrix organization?

PART – B

Note: Answer any four questions.

(4 x 15 = 60 Marks)

- 6 Trace the evolution of marketing through its various philosophies.
- 7 Define marketing concepts and discuss in detail the various philosophies of marketing.
- 8 What are the various differentiation strategies available to marketer? Discuss.
- 9 What are the bases for segmenting consumer markets? Explain with suitable examples.
- 10 Illustrate the importance of packaging and labeling strategies in marketing?
- 11 What are the different new product pricing strategies available to a marketer?
- 12 What are the characteristics of industrial markets? How are they different from consumer markets?
- 13 Explain the role of Maslow's hierarchy of needs in understanding the motives of consumer behaviour.
- 14 What is marketing audit? How is it carried out?
- 15 What are the factors affecting global marketing? Illustrate with suitable examples.
