

MBA-106

MSP-15

**M.B.A. DEGREE EXAMINATION —
JUNE, 2018.**

First Year

MARKETING MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — ($3 \times 5 = 15$ marks)

Answer any **THREE** questions.

All questions carry equal marks.

1. Define Marketing.
2. List out the Functions of marketing.
3. Highlight the product life cycle and its stages.
4. What are essential qualities of salesman?
5. Advertising Vs Sales promotion.

PART B — ($4 \times 15 = 60$ marks)

Answer any **FOUR** questions.

6. Discuss the Market Segmentation and its importance with suitable examples.
7. Discuss different types Environmental factors influence the Marketing.

8. Enumerate Marketing research and procedures in Present Scenario.
 9. What you mean by new product development? Explain its steps in detail.
 10. Discuss the factors that determine Marketing channels and its Preference.
 11. Discuss the Advertising Media Selection and its Measurement of Effectiveness.
 12. Discuss the Advertising and Sales Promotion Management in service marketing.
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