

Code :9E00203

M.B.A - II Semester Regular & Supplementary Examinations, August/September 2011
MARKETING MANAGEMENT
(For students admitted in 2009 & 2010 only)

Time: 3 hours

Max Marks: 60

Answer any FIVE questions
All questions carry equal marks

1. Explain the following:
 - (a) Production concept
 - (b) Product line
 - (c) Augmented product
 - (d) Social marketing concept.
2. Explain various concepts of marketing with suitable examples.
3. Explain market segmentation with suitable examples.
4. "PLC as a tool for marketing strategy" justify.
5. Explain process of selecting the final price.
6. "Advertising forces people to buy goods that they do not want" Elucidate.
7. Explain the process of integrated Marketing communication.
8. Explain "direct marketing" and its applicability with examples.
