

Reg. No. :

Question Paper Code : 10203

M.B.A. DEGREE EXAMINATIONS, APRIL/MAY 2023.

Second Semester

BA 4207 – MARKETING MANAGEMENT

(Regulations 2021)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is green marketing?
2. Differentiate between marketing and selling.
3. Who are gatekeepers in Industrial buying?
4. Who is a prospect in consumer buying?
5. Define impact in advertising.
6. Give any two examples for demographic segmentation.
7. What are evoked set in consumer decision making?
8. List the customer retention tools used by the marketer of FMCG products.
9. What is ethical marketing?
10. What is advertising research?

PART B — (5 × 13 = 65 marks)

11. (a) Enumerate the marketing interface with human resource management and information management.
Or
(b) Highlight the role and importance of global marketing. Also list down the different methods adopted by the firms to enter into foreign markets.
12. (a) With illustrations explain the strategies adopted by the market challenger in attaining the objectives.
Or
(b) With examples explain the unique characteristics of industrial marketing and the strategies adopted by the industrial marketers to deal with the same.

13. (a) Suggest a suitable distribution channel design for the manufacturer of FMCG products. Also list the functions of a retailer.

Or

- (b) With examples enumerate the strategies adopted by the marketers of FMCG good during the different stages of Product Life Cycle.

14. (a) In detail list the factors affecting the individual consumer buying behaviour.

Or

- (b) Explain the importance of measuring customer satisfaction in the present Indian context.

15. (a) With examples from Indian and International context bring out the recent trends in the digital marketing.

Or

- (b) In detail describe the steps in the marketing research process.

PART C — (1 × 15 = 15 marks)

16. (a) Consider both Pepsi and Coca cola and compare and contrast their marketing strategies. In what ways do these two companies compete? Compare them using the variables of the marketing mix. Which do you believe has the upper hand? Why? Justify your answers.

Or

- (b) For a hotel of your choice list the varied components of services marketing mix elements. Also highlight the significance of each marketing mix elements.