

Reg. No. :

D 197

Q.P. Code : [07 DMB 04]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2008.

M-102

First Year

MARKETING MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. "Marketing orientation goes beyond selling". Examine this statement and highlight the modern day marketing orientation.

2. A consumer entertainment electronic company is considering several product diversification. Evaluate the new product opportunities and give your justification for diversification.

3. What are the components of marketing information system? How can marketing decision support systems help marketing managers make better decisions?

4. What are the tasks performed by marketing channels? What trends are taking place in channel dynamics?

5. What steps are involved in developing an advertising programme? How companies can do effective e-marketing?

6. How can organisation become a more market and customer focused organisation? What can it do to evaluate its marketing?

7. What factors should a company review before deciding to go global? How can companies evaluate and select specific foreign market?

8. How do buyer's characteristics – cultural, social, personal and psychological influence buying behaviour?