

Reg. No. :

D 1167

Q.P. Code : [07 DMB 04]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

First Year

MARKETING MANAGEMENT

Time : Three hours Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. (a) How do companies adopt marketing strategies to the new liberalized economy?
(b) Explain the process of setting up websites for e-marketing.
2. (a) "Consumer expenditure has given much value to the marketing process with segmentation of market" Explain.
(b) What do you understand by product mix? Explain.

3. (a) What considerations should be taken into account while selecting the channels of distribution? Explain them with suitable examples.
- (b) Describe the importance of transportation in physical distribution.
4. (a) Explain the concept of advertising mix and media selection.
- (b) Bring out the growth of direct marketing in India with suitable examples.
5. (a) Discuss the design of competitive strategies for market challengers and dictors.
- (b) Briefly describe the various avenues available to consumers in India to protect their rights.
6. (a) Explain the benefits of packaging to marketers and consumers.
- (b) State the social problems related to packaging.
7. (a) Describe the need and the methods of evaluating advertising effectiveness.
- (b) Explain the process global distribution.
8. "Product Positioning as a strategy of product market integration has come to play an important role" -- Do you agree? Discuss with Indian examples.