

Register Number :

Name of the Candidate :

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**M.B.A. (Human Resource Management)
DEGREE EXAMINATION, 2012**

(FIRST SEMESTER)

(PAPER - IV)

140. MARKETING MANAGEMENT

December]

[Time : 3 Hours

Maximum : 75 Marks

SECTION - A (5 × 3 = 15)

Answer any FIVE questions..

ALL questions carry EQUAL marks.

1. *Write short notes on :*

- (a) Social environment.
- (b) Segmentation map.
- (c) Brand identity.
- (d) Prestige pricing.
- (e) Speciality goods.

Turn Over

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- (f) Artificial demand.
- (g) Secondary research.
- (h) Media selection.

SECTION - B (3 × 10 = 30)

Answer any THREE questions.

ALL questions carry EQUAL marks.

2. What are the major trends in demographic environment in India?
3. Discuss various approaches to positioning strategy.
4. Explain the concepts of product mix with examples.
5. What are the functions of packaging?

SECTION - C (1 × 15 = 15)

Answer any ONE question.

6. Discuss various stages of Product Life Cycle (PLC).
7. Discuss in detail on trade promotion with suitable examples.

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8. Discuss the advantages and disadvantages of advertising.

SECTION - D (1 × 15 = 15)

(Compulsory.)

9. You feel your sales people are underpaid. You request a large increase in the budget for them but it was denied in the conference with other Vice-Presidents, who all wanted pay increases for their people. You still feel strongly that more money is needed if sales force is to be kept effective. What would you do about this situation?