

Register Number :

Name of the Candidate :

2 4 9 4

**M.B.A. (Human Resource Management)
DEGREE EXAMINATION, 2011**

(FIRST YEAR)

(PAPER - IV)

120 / 140. MARKETING MANAGEMENT

(*Common with M.B.A. [Marketing Management]
& M.B.A. [Financial Management]*)

May]

[Time : 3 Hours

Maximum : 75 Marks

SECTION – A (5 × 3 = 15)

I. Write short notes on any FIVE.

- (a) Market and marketing
- (b) Marketing mix.
- (c) Marketing environment.
- (d) Buying motives.

Turn Over

- (e) Layers of product.
- (f) Test marketing.
- (g) Trade mark.
- (h) AGMARK.

*Answer any THREE questions.
All questions carry equal marks.*

2. What are the problems or limitation of marketing in India?
3. Write a note on importance of consumer behaviour for a business firm.
4. Why the elements of product policy so difficult to determine?
5. What are the advantages of distribution through middlemen? Discuss the functions of middleman.

SECTION – B (3 × 10 = 30)

SECTION – C (1 × 15 = 15)

Answer any ONE question.

6. Discuss the basic methods of pricing used by industry in our country.
7. How advertising media is selected? Write an essay on selection of media.
8. Explain the procedure of conducting marketing research.

SECTION – D

8. Discuss the causes of growing consumerism. What are the remedies to provide consumer satisfaction?

Compulsory.

(15)