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Question Paper Code: CMB010



INSTITUTE OF AERONAUTICAL ENGINEERING
(Autonomous)

MBA II Semester End Examinations (Supplementary) - December, 2018

Regulation: IARE-R16

MARKETING MANAGEMENT

Time: 3 Hours

(MBA)

Max Marks: 70

Answer ONE Question from each Unit

All Questions Carry Equal Marks

All parts of the question must be answered in one place only

UNIT – I

1. (a) Describe briefly different ‘MACRO Environmental Forces’ impacting business scenario globally? [7M]
(b) Describe the steps involved in market research process. [7M]
2. (a) Briefly explain the core concepts of marketing. [7M]
(b) What are the barriers to the use of marketing research by organizations? [7M]

UNIT – II

3. (a) Explain the concept of product life cycle in detail. [7M]
(b) Describe the steps involved in consumer decision making process. [7M]
4. (a) Describe different ways of classifying the products based on the product line range and product mix. [7M]
(b) Explain in detail about steps involved in new product development. [7M]

UNIT – III

5. (a) What is effective segmentation. Discuss the requirements for effective segmentation. [7M]
(b) Define targeting. Describe factors that determine targeting. [7M]
6. (a) What is differentiation? How is it related with positioning? [7M]
(b) Explain different bases of segmentation for consumer markets. [7M]

UNIT – IV

7. (a) Briefly describe [7M]
 - i. Markup Pricing
 - ii. Digital Marketing
 - iii. Global Marketing
(b) What is promotional mix. Briefly explain different types of promotional mix . [7M]
8. (a) What are the functions of channels of distribution? Discuss briefly the channel design decisions in detail. [7M]
(b) Briefly describe the steps in developing effective marketing communication. [7M]

UNIT – V

9. (a) What is cost plus pricing. Explain cost plus pricing with its advantages and disadvantages of cost plus pricing. [7M]
- (b) Discuss the factors to consider when setting prices for product/services. [7M]
10. (a) Describe the opportunities and challenges involved in rural marketing. [7M]
- (b) What is a global firm? Describe the factors that need to be considered by a firm before going to global market. [7M]

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