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Question Paper Code: CMB010



**INSTITUTE OF AERONAUTICAL ENGINEERING**  
(Autonomous)

MBA II Semester End Examinations (Regular) - July, 2017

Regulation: IARE-R16

**MARKETING MANAGEMENT**  
(Master of Business Administration)

Time: 3 Hours

Max Marks: 70

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Answer ONE Question from each Unit

All Questions Carry Equal Marks

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

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**UNIT – I**

1. (a) What do you mean by Marketing? Discuss in detail core concepts of marketing. [7M]  
(b) Discuss about developed market Vs developing market. [7M]
2. (a) Discuss the concept of marketing environment. [7M]  
(b) Explain the steps in marketing research process. [7M]

**UNIT – II**

3. (a) Explain the steps involved in consumer decision making process. [7M]  
(b) Discuss developing products and brands in detail. [7M]
4. (a) Explain the steps involved in new product development. [7M]  
(b) Discuss the levels of product with examples. [7M]

**UNIT – III**

5. (a) Explain the bases for segmenting consumer markets. [7M]  
(b) Discuss the target marketing strategies. [7M]
6. (a) Discuss the requirement for effective segmentation. [7M]  
(b) What is business marketing? Discuss the difference between consumer and business marketing. [7M]

**UNIT – IV**

7. (a) Discuss various levels of distribution channels. Give example [7M]  
(b) “Money spent on advertising is wasteful“ Do you agree? Give reasons. [7M]
8. (a) What is Personal Selling? Explain the Personal Selling process. [7M]  
(b) Discuss the communication process with neat diagram. [7M]

**UNIT – V**

9. (a) Discuss the importance and objectives of pricing. [7M]  
(b) Explain profit maximization and break even pricing in detail. [7M]
10. (a) What is product line pricing? Discuss the ethics of pricing strategy? [7M]  
(b) Why global marketing is different from domestic marketing and how it is evaluated? [7M]

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