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Question Paper Code: CMB010



INSTITUTE OF AERONAUTICAL ENGINEERING
(Autonomous)

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

Regulation: IARE-R16

MARKETING MANAGEMENT
(Master of Business Administration)

Time: 3 Hours

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) Define marketing management. Discuss the marketing philosophies. [7M]
(b) Discuss the role, scope and importance of marketing information system. [7M]
2. (a) Discuss the importance and scope of marketing. [7M]
(b) “ Marketing begins before production and ends after production” Discuss. [7M]

UNIT – II

3. (a) Explain product life-cycle with a neat diagram. [7M]
(b) Discuss the product line and product mix with examples. [7M]
4. (a) Discuss the factors influencing consumer behavior. [7M]
(b) Why analyzing consumer markets are important for an organization? [7M]

UNIT – III

5. (a) What is marketing segmentation? Explain the bases of segmentation for business markets. [7M]
(b) How to evaluate the market segments and measure its effectiveness? [7M]
6. (a) Define the term ‘positioning.’ Discuss the positioning strategies in detail. [7M]
(b) Explain target marketing strategies in detail. [7M]

UNIT – IV

7. (a) What is Sales Promotion? Explain various sales promotion techniques. [7M]
(b) Discuss the factors influencing marketing channel strategies. [7M]
8. (a) Discuss advertising and public relations in detail with examples. [7M]
(b) What is promotion mix? Discuss the various factors determining promotional mix. [7M]

UNIT – V

9. (a) Discuss digital marketing and social marketing in detail. [7M]
(b) Explain various pricing strategies. [7M]
10. (a) How rural marketing is different from urban marketing. [7M]
(b) Discuss balance of payments and relationship marketing in detail. [7M]

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