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Question Paper Code: CMBB19



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

MBA II Semester End Examinations (Regular)- May, 2019

Regulation: IARE-R18

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) Define marketing? Discuss its scope? List out the various marketing philosophies. [7M]
(b) Describe the market information system sources .Explain the techniques of online market research. [7M]
2. (a) Explain the core concepts of marketing. Distinguish between developed and developing market-
ing. [7M]
(b) Explain the process of market research. Bring out the ethical aspects of market research. [7M]

UNIT – II

3. (a) Define consumer behaviour. Discuss its social factors. List out the consumer value drivers.[7M]
(b) What are the different classifications of product. Define brand and discuss the benefits of brand
name. [7M]
4. (a) Explain consumer decision making process with example from the skin care product. [7M]
(b) Describe the marketing strategies influencing in product life cycle. How cultural factors are
influencing the McDonalds ? [7M]

UNIT – III

5. (a) Define segmentation. Analyze the bases of segmentation for women products like personal care
accessories for example jewelry . [7M]
(b) Explain the characteristics of consumer market Draw and explain positioning map. [7M]
6. (a) Suggest the requirement for effective segmentation to toothpaste product. Explain the positioning
strategy of face book. [7M]
(b) Bring out the different types of business market. List out the challenges while selecting target
market. [7M]

UNIT – IV

7. (a) Describe the criteria for effective channel choice. State the factors that determine the channel decision for an industrial product. [7M]
- (b) Distinguish between advertisement and publicity. Bring out the role of an advertising agency in modern day marketing scenario. [7M]
8. (a) Define promotion mix.State the components in promotion mix and illustrate the advantages and disadvantages. [7M]
- (b) List out the different channel intermediaries. Explain the suitable channel for consumer products with examples. [7M]

UNIT – V

9. (a) Explain about relationship marketing. Discuss its benefits. [7M]
- (b) Digital marketing is the need of the hour.Comment. [7M]
10. (a) Explain the concept of social marketing with techniques used by different products. [7M]
- (b) Marketing may be defined as the delivery of a standard of living in post modern marketing. Elucidate this statement. [7M]