



1st Regd MBA

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14MBA15

First Semester MBA Degree Examination, Dec.2014/Jan.2015
Marketing Management

Time: 3 hrs.

Max. Marks: 100

SECTION - A

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

1. What are needs, wants and demand? (10 Marks)
2. Mention the different buying roles in study of consumer behaviour. (10 Marks)
3. What is STP? Define. (10 Marks)
4. Explain product mix with an example. (10 Marks)
5. Write about significance of pricing. (10 Marks)
6. Explain briefly on AIDA model. (10 Marks)
7. What is Marketing Audit? (10 Marks)

SECTION - B

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

1. It is very important for a marketer to understand the consumer and his environment. Explain various factors affecting consumer behaviour. (17 Marks)
2. Marketing has evolved over a period of time. What are the various stages of evolution of marketing? Explain. (17 Marks)
3. Detail out the various bases for segmenting consumer markets. (17 Marks)
4. Packaging acts like a silent salesman. Do you agree with the statement? Justify your answer. (17 Marks)
5. Explain the factors affecting channel choice. (17 Marks)
6. What are push and pull strategies? Which one do you think is better? Explain these strategies with example. (17 Marks)
7. Enumerate and explain the various steps involved in marketing planning. (17 Marks)

SECTION - C

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

1. What do you understand by Marketing Environment? What are Micro and Macro environmental factors? Explain in detail. (18 Marks)
2. What is the need of studying consumer behaviour? Explain Howard – Sheth model of consumer behaviour. (18 Marks)

Important Note : 1. On completing your answer, compulsorily draw diagonal lines here on the remaining blank pages.
2. Any writing of characters, symbols or figures and/or equations within or outside the box will be treated as malpractice.

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Guillaume Favre



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