

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
THIRD TRIMESTER MBA DEGREE EXAMINATION(R&S), MAY 2019

Course Code: 31

Course Name: MARKETING MANAGEMENT II

Max. Marks: 60

Duration: 3 Hours

PART A

Answer all questions. Each question carries 2 marks.

Marks

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| 1 | Distinguish between marketing management and sales management. | (2) |
| 2 | What are the factors that determine the channel decision for an industrial product? | (2) |
| 3 | Explain any 4 functions of public relations. | (2) |
| 4 | Explain with the help of examples use of Information technology in formulating effective marketing communication. | (2) |
| 5 | What is Green marketing? | (2) |

PART B

Answer any three questions. Each question carries 10 marks.

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| 6 | A famous name in organized retailing wants to open a very big outlet in your city. What are the factors they should look for taking the decision on location of new store? | (10) |
| 7 | “Advertising itself cannot sell products or services.” Do you agree? Justify. | (10) |
| 8 | Explain the various components of the marketing audit. | (10) |
| 9 | Trends in marketing are always changing,.Explain about new trends in marketing. | (10) |
| 10 | Discuss the impact of promotional mix elements on the sales volume. | (10) |

PART C

Compulsory Question. The question carries 20 marks.

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| 11 | Critically evaluate the service quality gap analysis of an organisation and how it can be solved? | (20) |
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