

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

Second Semester MBA Degree Regular and Supplementary Examination June 2023

Course Code: 20MBA102**Course Name: MARKETING MANAGEMENT**

Max. Marks: 60

Duration: 3 Hours

PART A*Answer all questions. Each question carries 2 marks*

Marks

- 1 Define big data. How it is used by marketers? (2)
- 2 Suppose you are purchasing a smart phone. What are the decision stages as a consumer you go through? (2)
- 3 How do companies find and develop new product ideas? (2)
- 4 Mention the different components of the integrated marketing communication. (2)
- 5 Why government regulations are necessary to protect consumers from unfair business practices? (2)

PART B*Answer any 3 questions. Each question carries 10 marks*

- 6 Compare and contrast the concepts of needs, wants and demands and provide suitable examples to illustrate your answer. (10)
- 7 Distinguish business markets from consumer markets. (10)
- 8 Your company decided to launch a new mobile plan exclusive for India. As the marketing manager you are assigned to set a suitable price for it. Explain the factors which you will consider while fixing the price. (10)
- 9 Describe the growth that has happened in the non-store retailing which brought in a phenomenal change in the buying and selling process. (10)
- 10 Discuss the role of marketing control in organisations. (10)

PART C*Compulsory question carrying 20 marks*

- 11 A company developed a product Magic Eraser claiming to remove the stain from the walls without fading the paint. Design a suitable campaign which most likely to be used by the company. (20)
