

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

Second Semester MBA Degree Regular and Supplementary Examination June 2024

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 What do you mean by SBU? (2)
- 2 "Loyalty programmes helps retain consumer." What is your opinion? (2)
- 3 Mention product line strategies with relevant examples. (2)
- 4 What are the objectives of advertising? (2)
- 5 Do you think that green marketing is a fab? Why? (2)

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

- 6 "Marketing information and marketing research play a vital role in achieving marketing excellence." Explain the statement with an example (10)
- 7 Describe how the strategies for consumer markets are differencing from those adopted for industrial markets. (10)
- 8 "Marketing of services are different from marketing of goods"- Critically evaluate this statement. (10)
- 9 Why does a company use intermediaries to reach their consumers? What are the functions of these intermediaries? (10)
- 10 What is marketing audit? Explain the process of marketing audit. (10)

PART C*Compulsory question carrying 20 marks*

- 11 A leading manufacturer of computers in India is planning to launch a new economical laptop series for online students. Propose a marketing plan, indicating for each stage in the product's life cycle. Frame the major objectives and strategies to be followed. (20)
