



USN

Registration number grid

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. Enlist 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 : On completing your answers, compulsorily draw diagonal lines from top left to the remaining blank pages. 1. Any writing of characters, symbols or figures and/or equations within or outside the grid will be treated as malpractice.

# Marketing Management Mba 1st Sem

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