

SET A

PART I
PAPER – III – 12QCM03
MARKETING MANAGEMENT
M.Phil – Degree Examination

Time: 3 Hours

Max.Marks: 75

PART – A
Answer All Questions. (5 x 5 = 25)
All Questions carry equal marks

1. (a) Define Marketing and discuss its significance in the Modern World.
(or)
(b) Explain the Objectives of Marketing Management.
2. (a) What is meant by Market Segmentations? What are the criteria of successful Market segmentation?
(or)
(b) Enumerate the stages of Product Life Cycle.
3. (a) Explain the Objectives of Pricing Policy of a business firm.
(or)
(b) Is it essential to use an Advertising Agency?
4. (a) Explain in brief the Five stages in the Buying Decision process.
(or)
(b) Describe the Marketing Mix for Service Industries.
5. (a) What are the Problems faced by E-Business People.
(or)
(b) Who is retailer and What is his Function?

PART – B
Answer All Questions. (5 x 10 = 50)
All Questions carry equal marks

6. (a) Discuss the uses of Marketing Research.
(or)
(b) Some of the Environmental forces are controllable whereas the others are beyond

the control of a firm – Discuss.

7. (a) What is the Object of Market Segmentation and Write the bases of Market Segmentation.

(or)

(b) Write the Strategic considerations in the Product Life Cycle concept?

8. (a) What are the Various Kinds of Pricing Strategies – Discuss.

(or)

(b) Explain the various Methods to measure Brand Equity.

9. (a) What are the factors which influence the Consumer Behaviour in the purchase of a product?

(or)

(b) Discuss the Marketing Strategy for Service Organizations.

10. (a) What do you mean by On –Line Marketing? And also discuss the advantages of On – Line Marketing.

(or)

(b) Explain the problems of Rural Marketing.

SET B

PART I

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PART – A

Answer All Questions. (5 x 5 = 25)

All Questions carry equal marks

1. (a) “Marketing Begins and Ends with the Consumer “ - Discuss
(or)
(b) Explain the Functions of Marketing Research.
2. (a) Discuss the Classification of Product.
(or)
(b) Explain the Market Segmentation Process.
3. (a) Explain the Process of Personal Selling.
(or)
(b)What are the various factors which must be consider while making Channel Selection?
4. (a) Explain the characteristics of Buyer Behaviour.
(or)
(b) What is the importance of studying the Consumer Behaviour?
5. (a) Discuss the different types of rural Markets.
(or)
(b)Discuss the changing role of Direct Selling.

PART – B

Answer All Questions. (5 x 10 = 50)

All Questions carry equal marks

6. (a) Explain the Process of Marketing Research.
(or)
(b)” Marketing Research is vital for the Evaluation of a sound Marketing Strategy” –
Explain this statement.

7. (a) What is a new Product? How is it Developed?

(or)

(b) Explain the Benefits and approaches of Market Segmentation .

8. (a) Define Advertising and explain the kinds of Advertising Media

(or)

(b) Comment on the qualities of a successful Salesman.

9. (a) What do you mean by Motivation? How it affect Buying decisions?

(or)

(b) Explain in brief the various kinds of services.

10. (a) Briefly explain the Internet Marketing strategies.

(or)

(b) How retailers are participating in the Global Retail Environment.

VIVEKANANDHA COLLEGE FOR WOMEN

MARKETING MANAGEMENT

M.phil - QUESTION PAPER

5 – MARKS

- 1) What is meaning by Concept of Marketing?
- 2) What is Methods of data Collections?
- 3) What is Market segmentation?
- 4) What is advanced of market segmentation?
- 5) What is mean new product decision?
- 6) What is mean by product research?
- 7) Explain in Resale maintenance?
- 8) What is price leadership?
- 9) Defined by consumer behavior?
- 10) What is mean buyer behavior?

10 – MARKS

- 1) What are the Methods of data Collections?
- 2) What are Elements of Marketing Research?
- 3) What are the costs of market segmentation?
- 4) What are steps in market segmentation? And Process?
- 5) What is meaning of product port folio decision?
- 6) What is Product management?
- 7) What is life cycle of a product?
- 8) Briefly explain in method of pricing?
- 9) Briefly explain in Responsibilities of the consumers?
- 10) What is mean by Models of industrial buyer behavior?

