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Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, May 2015

(INFORMATION SYSTEMS)

(FIRST YEAR)

140: MARKETING MANAGEMENT

Time: Three hours

Maximum: 75 marks

SECTION - A

Answer any FIVE questions

(5 × 3 = 15)

Write short notes on:

1. Marketing
2. Marketing environment
3. Customer behaviour
4. Channel management
5. Packaging
6. Advertising
7. Data warehousing
8. Tele marketing

SECTION - B

Answer any THREE questions

(3 × 10 = 30)

9. What are the functions of Packaging? Explain the major decisions areas in packaging.
10. Explain the bases of market segmentation.
11. Explain the factors that influence channel decisions.
12. Describe the advantages and disadvantages of data warehousing.

SECTION - C

Answer any ONE question

(1 × 15 = 15)

13. Discuss in detail the modern marketing concepts
14. Explain the various stages involved in the introduction of a new product.
15. Explain the components and uses of marketing information system.

**SECTION - D
COMPULSORY**

(1 × 15 = 15)

16. "Advertisement is a waste" – Do you agree? Give reasons.

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