

Reg. No. :

D 4009

Q.P. Code : [07 DMB 04]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, JULY 2022.

First Year/First Semester

MARKETING MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the features of modern marketing concept.
2. Explain the features of product policy.
3. "You Can eliminate middle men but you cannot eliminate the functions of middlemen". Explain.
4. Explain 'transit advertising'. Differentiate between advertising and sales promotion.
5. Explain the role of Internet in today's marketing.

6. Discuss the importance of Branding and Packaging in marketing.
7. Discuss the various stages in the product life cycle with examples.
8. "Analysing market opportunities is the prime step in the marketing process"—Discuss.

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