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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.

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Table of Contents Marketing Management Mba 1st Sem

1. Understanding the eBook Marketing Management Mba 1st Sem
 - The Rise of Digital Reading Marketing Management Mba 1st Sem
 - Advantages of eBooks Over Traditional Books
2. Identifying Marketing Management Mba 1st Sem
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Marketing Management Mba 1st Sem
 - User-Friendly Interface
4. Exploring eBook Recommendations from Marketing Management Mba 1st Sem
 - Personalized Recommendations
 - Marketing Management Mba 1st Sem User Reviews and Ratings
 - Marketing Management Mba 1st Sem and Bestseller Lists
5. Accessing Marketing Management Mba 1st Sem Free and Paid eBooks
 - Marketing Management Mba 1st Sem Public Domain eBooks

- Marketing Management Mba 1st Sem eBook Subscription Services
- Marketing Management Mba 1st Sem Budget-Friendly Options
- 6. Navigating Marketing Management Mba 1st Sem eBook Formats
 - ePub, PDF, MOBI, and More
 - Marketing Management Mba 1st Sem Compatibility with Devices
 - Marketing Management Mba 1st Sem Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Marketing Management Mba 1st Sem
 - Highlighting and Note-Taking Marketing Management Mba 1st Sem
 - Interactive Elements Marketing Management Mba 1st Sem
- 8. Staying Engaged with Marketing Management Mba 1st Sem
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Marketing Management Mba 1st Sem
- 9. Balancing eBooks and Physical Books Marketing Management Mba 1st Sem
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Marketing Management Mba 1st Sem
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Marketing Management Mba 1st Sem
 - Setting Reading Goals Marketing Management Mba 1st Sem
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Marketing Management Mba 1st Sem
 - Fact-Checking eBook Content of Marketing Management Mba 1st Sem
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks

14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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