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Reg. No.: Question Paper Code: 70169 M.B.A. DEGREE EXAMINATIONS, NOVEMBER/DECEMBER 2019 Second Semester BA5207 - MARKETING MANAGEMENT (Regulations 2017) Time: Three Hours Maximum: 100 Marks Answer ALL questions PART-A (10×2=20 Marks) 1. Write any two benefits of scanning the marketing environment. 2. Differentiate consumer needs and wants. 3. What is B2B marketing? 4. Briefly explain flank attack strategy. 5. Name the three major activities involved in target marketing. 6. What is Niche marketing? 7. What do you mean by variety seeking behavior? 8. In terms of online-buyer behaviour what is showrooming and what is webrooming? 9. What is Green Marketing Myopia? 10. What is cause-related marketing? PART - B (5×13=65 Marks) 11. a) How does environmental intervention affect the marketing system? Explain. b) Explain the prospects and challenges of marketing in the present global environment. 12. a) What are the distinctive features of services marketing? Elaborate the importance of additional marketing mix elements appropriate for the services marketing. (OR) b) Explain various strategic marketing mix components.

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70169 13. a) With the help of an example, explain the various stages of a product life cycle. Draw the PLC curve. b) Discuss the various methods and objectives for pricing. 14. a) Explain the different types of buyer-behaviour models. (OR) b) What is CRM? How do you build and measure customer satisfaction? 15. a) Discuss the applications of marketing research. b) Discuss the advantages and disadvantages of advertisement and sales promotion. PART - C (1×15=15 Marks) 16. a) Prepare a new product development plan outlining the various stages for a traditional health drink. b) As a marketing consultant prepare a market research report enumerating the various steps involved for an ayurvedic deodorant to be launched by a leading consumer brand.

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