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**UNIVERSITY**

(Karunya Institute of Technology & Sciences)

(Declared as Deemed-to-be University under Sec.3 of the UGC Act, 1956)

Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_\_

**End Semester Examination – Nov/Dec - 2016**

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|  |  | **Semester :** | **2016-17 ODD** |
| **Code :** | **13VC210** | **Duration :** | **3 hrs** |
| **Sub. Name :** | **Marketing Management** | **Max. marks :** | **100** |

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| **Q. No.** | **Questions** | **Marks** |
| **PART-A(10X1=10 MARKS)** | | |
| 1. | What is marketing? | (1) |
| 2. | Define needs. | (1) |
| 3. | List any two variables of market segmentation. | (1) |
| 4. | What is meant by targeting? | (1) |
| 5. | Define Product. | (1) |
| 6. | Define packaging. | (1) |
| 7. | Mention any two forms of price. | (1) |
| 8. | List any two types of promotional pricing. | (1) |
| 9. | Wholesalers and retailers who buy and resell the merchandise are known as? | (1) |
| 10. | Define multi-channel marketing. | (1) |

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| **PART B(5 X 3= 15 MARKS)** | | |
| 11 | Brief on Marketing Environment. | (3) |
| 12 | Make notes on positioning. | (3) |
| 13 | What is meant by branding? | (3) |
| 14 | Write notes on adapting the price. | (3) |
| 15 | Concise the importance of marketing channels. | (3) |

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| **PART C(5 X 15= 75 MARKS)** | | | |
| 16. | a. | Explicate the 4Ps of marketing mix. | (15) |
| (OR) | | | |
| 17. | a. | Make detailed notes on core marketing concepts. | (15) |
| 18. | a. | Elucidate the different variables of market segmentation. | (15) |
| (OR) | | | |
| 19. | a. | Elaborate the steps for developing effective communication. | (15) |
| 20. | a. | Expatiate the four stages of product life cycle. | (15) |
| (OR) | | | |
| 21. | a. | Detail the six situations which calls for product mix pricing. | (15) |
| 22. | a. | Explicate the six steps involved in setting the price. | (15) |
| (OR) | | | |
| 23. | a. | Write detailed notes on the six price-setting methods. | (15) |
| 24. | a. | Elaborate the role of marketing channels. | (15) |
| (OR) | | | |
| 25. | a. | Explain the different types of conflict. | (15) |

ALL THE BEST