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



**UNIVERSITY**

(Karunya Institute of Technology & Sciences)

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

**End Semester Examination – Nov/Dec – 2017**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  |  |
| **Code :** | **14VC3003** | **Duration :** | **3hrs** |
| **Sub. Name :** | **MARKETING MANAGEMENT** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. |  | What is marketing management? Explain in detail the marketing management process and give examples related to any media company of your choice. | CO3 | 20 |
| (OR) | | | | |
| 2. |  | How do you capture the value regarding your particular channel and explain in brief about the areas/ services in a channel? | CO3 | 20 |
|  |  |  |  |  |
| 3. |  | Explain in detail about marketing segmentation and market targeting. With suitable examples. | CO2 | 20 |
| (OR) | | | | |
| 4. |  | Explain types of Marketing Environment. With suitable examples. | CO2 | 20 |
|  |  |  |  |  |
| 5. |  | What are the levels of Product and services, discuss with examples. | CO2 | 20 |
| (OR) | | | | |
| 6. | a. | Detail the major pricing strategies. Discuss with a case study. | CO3 | 10 |
|  | b. | Explain in detail about product mix and pricing. | CO2 | 10 |
|  |  |  |  |  |
| 7. |  | Explain in detail the nature and importance of marketing channel. | CO2 | 20 |
| (OR) | | | | |
| 8. |  | Mention the steps involved in developing effective marketing communication and Explain with examples. | CO1 | 20 |
|  | |  |  |  |
|  | | **Compulsory**: |  |  |
| 9. |  | Assume you are the owner of a company and prepare a promotional budget for the company, Intensifying either products or services. | CO1 | 20 |

ALL THE BEST