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



**End Semester Examination – Nov / Dec – 2019**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  |  |
| **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. | a. | What is marketing management? | CO3 | 3 |
| b. | Explain in detail the marketing management process and give examples related to any media company of your choice. | CO3 | 17 |
| **(OR)** | | | | |
| 2. |  | How do you capture the value regarding your particular channel and explain in brief about the areas / services in a channel. | CO1 | 20 |
|  |  |  |  |  |
| 3. |  | Explain in detail about marketing segmentation and market targeting with suitable examples. | CO2 | 20 |
| **(OR)** | | | | |
| 4. |  | Explain in detail the nature and importance of marketing channel. | CO2 | 20 |
|  |  |  |  |  |
| 5. |  | Explain in detail the Micro environment with examples related to a media organization. | CO1 | 20 |
| **(OR)** | | | | |
| 6. |  | Explain the process of product development and the product life cycle strategies. | CO3 | 20 |
|  |  |  |  |  |
| 7. |  | Explain in detail the organisational structure. | CO2 | 20 |
| **(OR)** | | | | |
| 8. |  | What is marketing channel? Explain the types of marketing channels in the marketing management. | CO1 | 20 |
|  | | **Compulsory**: |  |  |
| 9. |  | Apply buyer’s decision process to your company and give appropriate examples. | CO1 | 20 |