

Reg. No. : .....

**D 2128**

**Q.P. Code : [07 DMB-M 151]**

(For the candidates admitted 2007 onwards)

**M.B.A. DEGREE EXAMINATION, DECEMBER 2009.**

Second Year

Marketing

**CONSUMER BEHAVIOUR**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

Each questions carries 20 marks.

1. Define consumer behavior. Discuss the advantages and disadvantages of study of consumer behavior.
2. What is dynamics of perceptual experience? Discuss the different aspects of perception.
3. How consumer personally, life style and attitude provide marketers with fuller understanding of consumer behaviour? Substantiate your view with examples.

4. Explain Maslow's hierarchy theory of needs. Also explain and citing examples from today's scenario that how marketers are using this concept of motivation fully for their advantage.

5. Discuss the meaning, nature and types of reference groups with examples.

6. What do you understand by social class? Discuss the characteristics of different social classes in India.

7. Define customer satisfaction. What are the ways to enhance customer satisfaction? Explain your views with respect to hotel industry.

8. What do you understand by the term relationship marketing? Why companies give more emphasis on relationship marketing? Discuss in detail.

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**D 2129**

**Q.P. Code : [07 DMB-M 16]**

(For the candidates admitted from 2007 onwards)

**M.B.A. DEGREE EXAMINATION, DECEMBER 2009.**

Second Year

Marketing

**INDUSTRIAL AND SERVICES MARKETING**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

Each question carries 20 marks.

1. What is service quality? How do you measure Service Quality? Also discuss the different dimensions in measuring service quality.
2. Explain about general customer expectations and perceptions of service.
3. What do you understand by Service Life Cycle? Discuss different phases in SLC by mentioning the advantages and disadvantages of each phase.

4. Discuss the channel function and channel selection in service distribution.

5. Write a detailed note on the following

- (a) New Service Development
- (b) Service Positioning
- (c) Service Recovery.

6. Formulate the service marketing strategies for hospitality industry.

7. Discuss the sales policies and procedures involved in Industrial selling.

8. Explain the nature and characteristics of Industrial goods.

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D 2130

Q.P. Code : 107 DMB-M 171

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2009.

Second Year

Marketing

NEW PRODUCT DEVELOPMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Explain the needs of New Product Development and the process of generating Ideas for breakthroughs.
2. What does the term Brain storming mean? Explain the marketing research process for Idea generation.
3. As a marketing manager of a MNC, how will you find solutions to consumer needs?
4. Elaborate the importance of Advertisements for sustaining new products in market.

5. Bring out the special features of economic analysis for new product development.

6. Write short notes of the followings :

(a) First movers.

(b) Laggards

(c) Innovation communities

(d) Creative Training.

7. Enumerate the important factors of demographic analysis for the following new product development.

8. "Combative Initiabiveness is the key role in New product development strategy" — Comment.

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D 2131

Reg. No. : .....  
Q.P. Code : [07 DMB-M18]

(For the candidates admitted during 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2009.

Second Year

Marketing

MARKETING RESEARCH

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. What do you mean by marketing research? Describe its process.
2. Explain the scope, Advantages and disadvantages of marketing Research.
3. Write down the various methods of gathering primary data and explain its merits and demerits.
4. How is a good questionnaire prepared? Describe its main contents.

5. Discuss the various types of probability sampling and summarise its merits and demerits.

6. Enumerate the steps in the hypothesis-testing procedure.

7. Define ethics and discuss how it applies to marketing research.

8. Write down the main contents of a good report.

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D 2133

Q.P. Code : [07 DMBM 20]

(For the candidates admitted 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2009.

Second Year

Marketing

LOGISTICS AND SALES MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Outline the importance of materials management
2. Discuss the various types of stores layout.
3. State the principles of materials Handling.
4. Write down the various types of materials handling equipment in detail.
5. Explain the Economic significance of Transportation in marketing.

6. Discuss the structure and operations of E-logistics.

7. Bring out the qualities of a good sales manager.

8. What do you mean by sales forecasting? What are the methods used in sales forecasting?

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Q.P. Code : [07 DMB-M 21]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2009.

Second Year

Marketing

INTERNATIONAL MARKETING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Describe the various export promotional measures offered through the foreign trade policy.
2. Briefly discuss the documentation and procedure involved in export.
3. What is International Marketing? Explain the International Marketing Concept with suitable illustration.
4. Why the Web advertising is important in International Marketing? Illustrate with example.

5. Discuss the problem to be encountered in managing distribution channel by Indian Manufacturer.

6. Discuss the role of government in deciding and controlling the International Pricing.

7. Explain in detail the measures taken by Government of India to promote export business.

8. Identify the suitable methods to evaluate Research Information.

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Q.P. Code : [07 DMB-M 19]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2009.

Second Year

Marketing

ADVERTISING AND SALES PROMOTION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

1. Define promotion. Also explain the strength and weakness of advertising as a promotion tool.
2. What is Advertising? Discuss the importance and purposes of advertising?
3. Explain Advertising layout and describe the main contents of an ad layout.
4. Comment upon the role played by advertising in India.
5. Distinguish between Advertising and Sales promotion.

6. Discuss the various types of advertising media and explain their characteristics.

7. Briefly describe the various classifications of advertising copy.

8. "Promotion is more beneficial for marketers than for either consumers or society". Do you agree? Explain the reason.

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