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Reg. No. : .....

D 1558

Q.P. Code : [07 DMB-M 15]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Part I — Marketing

CONSUMER BEHAVIOUR

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss the importance of studying Consumer behavior and the need to study it in marketing?
2. Explain the salient features of consumer buying process. Take a product and explain.
3. Compare between Nicosia model and Howard-Sheth model of consumer behavior.
4. What is Learning? What are the elements of learning process?

5. Discuss the meaning and nature of Personality Explain how personality influences consumer behavior.
  6. What is social stratification? Explain the factors responsible for social stratification
  7. Explain on Family Life cycle. How it helps the marketers to develop new products or modify the existing products.
  8. "Retaining the existing customers is more important than acquiring new customers" — Critically evaluate this statement from the perspective of a service industry.
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Q.P. Code : [07 DMB -M 16]

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M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Marketing

INDUSTRIAL AND SERVICES MARKETING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Enumerate the growth and characteristics of service sector.
2. Explain the various dimensions of SERVQUAL.
3. How will you assess the service marketing opportunities?
4. Discuss the different levels of service product and explain the service life cycle.
5. List down the various service positioning strategies.

6. Discuss the service marketing strategies for tourism industries in India.
  7. Describe the nature and characteristics of Industrial goods.
  8. Elucidate the main role of service in Industrial selling.
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**D 1560**

**Q.P. Code : [07 DMB-M 17]**

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M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Marketing

NEW PRODUCT DEVELOPMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100 marks)

1. Using the aid of a diagram, identify a new product development process for hardware and software based products. Justify the design of the process and explain how it ensures on - line delivery with the right specifications.
2. Identify some of the risks in the new product development process and what mechanisms can be put in place to offset some of these risks.

3. Making new product decisions is one of the riskiest and most difficult management decisions. Identify and explain a systematic management approach to product proposal screening.
  4. Explain the stages involved in new product development.
  5. Explain the practical draw back in make the prototype mode with examples.
  6. Explain reasons of failure of new products in the market.
  7. For each of the 7 sources of innovative opportunity, give an example of a successful product or service that resulted from each.
  8. Explain the strategies required for positioning the new product in the market with latest examples.
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**D 1561**

**Q.P. Code : [07 DMB-M 18]**

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Marketing

**MARKETING RESEARCH**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the importance of research proposal in marketing research.
2. Define and discuss primary and secondary data collection in marketing research.
3. Explain the role of online data sources in marketing research.
4. Define and discuss the various probability sampling techniques.

5. Discuss the different methods of data presentation and report preparation.
  6. Explain :
    - (a) Estimation (5)
    - (b) Testing of Hypothesis. (15)
  7. Discuss in detail the major ethical issues related to marketing research.
  8. Explain the key-elements of product research.
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D 1562

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

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Marketing

ADVERTISING AND SALES PROMOTION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What is Promotion Mix? What are the factors that assist in deciding the elements in the promotion mix?
2. "Advertisement expenditure is a wasteful expenditure" - Do you agree with this statement? Give reasons for your answer.
3. "Women and children are unduly exploited by the advertisers. It affects the value system of our society" - What is your reaction? Give justification for your views.

4. What is campaign planning? Discuss the precautionary measure you would take before designing a campaigning plan for a service industry.
  5. Explain the advantages of Television media over other medias.
  6. Suggest an advertising strategy for mobile phones.
  7. Do you think that a product can be sold with the help of sales promotion schemes for a longer period? Provide valid reasons for your answer.
  8. What is consumer sales promotion scheme? Suggest suitable schemes for the following products.
    - (a) Laptop computers
    - (b) Mineral water
    - (c) Emergency lights.
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D 1563

Q.P. Code : [07 DMB-M20]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Marketing

LOGISTICS AND SALES MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss the role of logistics in competitive strategy.
2. Describe the need and importance of materials handling. List out various materials handling equipments.
3. Explain the role of information system in logistics management.

4. Describe the current trends in logistics information system.
  5. Explain the factors and importance of automatic identification technologies.
  6. Explain the role of strategies logistics planning.
  7. Describe the role and responsibilities of a sales manager.
  8. Discuss briefly the major steps in retailing mix and factors influencing in store location.
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**D 1564**

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

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Marketing

**INTERNATIONAL MARKETING**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Elaborate international marketing process. Discuss the role of EPRG approach in international marketing.
2. Explain the factors involved in international market segmentation. Enlist the objectives and limitations of Strategic Alliances.
3. Describe the various stages of international trade product life cycle. Explain the various techniques involved in managing product line.
4. Enlist the factors affecting international price determination. Elaborate the characteristics of price quotations and terms of sale.

5. Elaborate roles and functions of international distribution channels. Discuss the functions of overseas agents.
  6. Write short notes on the followings :
    - (a) International Promotional Mix
    - (b) India's Foreign Trade Policy.
  7. Discuss the Export import procedures and documentation in international marketing. Explain with global examples.
  8. Enlist the recent trends of marketing research for identifying opportunities in international markets.
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