

Reg. No. :

D 2544

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

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

Second Year

Marketing

CONSUMER BEHAVIOUR

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What are the needs for studying consumer behaviour? How is the field of consumer behaviour defined?
2. Evaluate the cognitive learning theories and their use in consumer behaviour.
3. Discuss how social and cultural factors influence on consumer behaviour.
4. Explain the use of theories of motivation in understanding consumer behaviour.

5. Discuss the concept of consumer satisfaction. What ways a dissatisfied consumer behave?
 6. Explain the measurement of attitude towards the behaviour with an illustration.
 7. Define Perception and explain the factors influencing human perception process.
 8. Define Personality. Explain how personality traits are instrumental in making purchasing decisions.
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Reg. No. :

D 2545

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

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

Marketing

INDUSTRIAL AND SERVICES MARKETING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Define service quality. Describe SERVQUAL dimensions.
2. Explain characteristics of service in detail.
3. How you segment markets and target consumer with an example?
4. Describe service blueprint in restaurant.
5. Design communication mix of your own for entertainment service.

6. Discuss service marketing mix strategies for education.
 7. How marketing strategies can be changed for public utility services?
 8. Elaborate procedures in buying industrial goods.
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D 2546

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

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

Second Year

Marketing

NEW PRODUCT DEVELOPMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. As a marketer discuss how will you find out exactly what users want? What research techniques you can use?
2. Discuss the process of Brainstorming. How it is effectively used to generate new ideas?
3. "Improving the existing products is the best way to tackle competition and to increase market share" - Discuss this statement with reference to television.

4. Explain the importance Creativity in developing a new product. Take the case of mobile phone and discuss.
 5. What is word-of-mouth? What is its significance in improving sales of airlines?
 6. New products need the support advertisements to induce trail purchase - Discuss.
 7. Differentiate between innovation communities, first movers and laggards.
 8. What are the different types of analysis you would perform before finalizing a new product idea?
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Q.P. Code : [07 DMB-M 18]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

Second Year

Marketing

MARKETING RESEARCH

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. What are the major reasons for the growing importance of marketing research in India?
2. How marketing research should be conducted? Explain the steps.
3. Explain the procedure in designing and testing a questionnaire.
4. Why scaling is important in marketing research? How do you construct attitude measuring scales? Explain.

5. What do you mean by 'sample design? Write down the steps in 'sample design'.
 6. State the importance of tabulation and graphical representation of data with examples.
 7. Outline the characteristics and layout of a good research report.
 8. Write short notes on :
 - (a) Type-I and Type-II error
 - (b) Hypothesis testing
 - (c) Online data sources
 - (d) Ethical issues in marketing research.
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Reg. No. :

D 2548

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

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

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. Explain the factors in deciding promotion mix.
2. Explain the difficulties in applying some of the appropriation method in advertising budget.
3. "Sales promotion leads to temporary increase in sales" – Discuss.
4. Discuss the role of advertising agencies in India.
5. Discuss at least about five types of advertising in detail.

6. "The design and development of advertising follows the AIDA formula – Do you agree?"
 7. How will you test the cognitive strength and need through strength of advertisements in print media?
 8. Narrate the importance of consumer and retailer sales promotions with various examples.
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Reg. No. :

D 2549

Q.P. Code : [07 DMB – M 20]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

Second Year

Marketing

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Explain the scope of logistics. What is value added logistics?
2. What is competitive strategy? Explain the role of logistics in competitive strategy.
3. What are the different types of warehouses? How will you choose a site for warehouse?
4. Discuss the principles of material handling. Explain about automated material handling with an example.

5. What is Freight management? Enumerate the functions of packaging.
 6. What is e-logistics? Enlist its application in logistics management.
 7. Enumerate the functions of a sales manager of Logistics Company.
 8. What are the objectives of sales forecasting? Enumerate various techniques used in sales forecasting.
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Reg. No. :

D 2550

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

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

Second Year

Marketing

INTERNATIONAL MARKETING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Elaborate the objectives of E.P.R.G. approach. Explain the various steps involved in international marketing management process.
2. Write short notes on the following :
 - (a) Contract manufacturing
 - (b) Joint venture
 - (c) Licensing.

3. Describe the various difficulties in managing international product line. Elaborate the various techniques in international product designing.
 4. Classify the factors affecting international price determination with appropriate global examples.
 5. Explain the important roles and functions of international distribution channels with examples.
 6. What do you mean by international product mix? Explain the role of international product mix in global economic growth.
 7. Elaborate the various certificates related to shipments.
 8. Enlist the emergings trends in international marketing with Asian examples.
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