



MBA 013

**I Semester M.B.A. in Aviation Examination, October 2011
MARKETING MANAGEMENT
(January 2011 Batch) and Re-sit (July 2010 Batch)**

Time : 3 Hours

Max. Marks : 80

Instructions : Section – I : Answer **any 10** questions out of 15
Max marks in this Section are **30** (3 marks for each right answer).

Section – II : Answer **all 10** questions.
Max marks in this Section are **20** (2 marks for each right answer).

Section – III : Answer **any 2** out of 3 questions.
Max marks in this Section are **30** (15 marks for each right answer).

SECTION – I

Answer **any 10** out of 15 : **(10×3=30)**

1. What is the scope of Marketing ?
2. What are needs, wants and demands ?
3. What is societal marketing concept ?
4. What are the ways of collecting primary data ?
5. What do you mean by reference groups ?
6. Discuss Freud's theory of motivation.
7. Mention the six step procedure for pricing.
8. What are the properties of effective segmentation ?
9. What is sales effect research ?
10. What are the consumer promotion tools.
11. What are the uses of PR ?
12. What is Line extension and brand extension ?

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13. What is zero level marketing channel ? Give examples.
14. What is VMS ?
15. What is Target Market segmentation ?

SECTION – II

Answer **all** the questions.

(10×2=20)

True/False :

1. When the needs are directed at specific objects to satisfy need, it turns into demand ?
2. A responsive marketer understands the stated need and fulfils it for a time.
3. The main job of marketing researcher is to give customer insight of the marketing campaign or product launch.
4. The selective distortion is the techniques used by most marketers.
5. The sales volume shows the relation between the prices and the resulting current demand.
6. Reminder advertising aims at wining the trust that the customers have made a right preference.
7. Smart PR strategies can save a lot of money spent on advertising.
8. In contractual VMS, a single enterprise controls the various functions from production to distribution.
9. The purpose of screening is to drop poor ideas as early as possible.
10. The close-end questions allow the consumers to answer in their own words.

SECTION – III

Answer **any 2** out of 3 questions :

(15×2=30)

1. Explain the marketing concepts.
 2. Draw the model of buyer behaviur and explain the relevance of studying consumer behavior.
 3. Explain public relations in detail.
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