

(AUTONOMOUS)

MSc DEGREE EXAMINATION MAY 2018
(Eighth Semester)

Branch –**SOFTWARE SYSTEMS**
(Five year integrated)

PRINCIPLES OF MARKETING MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION -A (30 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks (5 x 6 = 30)

- 1 a What is meant by marketing? Explain its nature.
OR
b Explain the marketing systems and marketing environment.
- 2 a What do you understand by consumer behaviour? Write a brief note on need for study the consumer behaviour.
OR
b Define Segmentation. Write a detailed note on various approaches for selecting target markets.
- 3 a What is meant by Product Life Cycle? Explain its various stages with a chart.
OR
b Explain in detail about the process of new product planning.
- 4 a What are the merits and demerits of wholesalers?
OR
b State the functions of a Retailer.
- 5 a What is meant by direct marketing? State its merits and demerits.
OR
b What is data base marketing? State its features.

SECTION -B (45 Marks)

Answer any **THREE** questions

ALL questions carry **EQUAL** Marks (3 x 15 = 45)

- 6 Discuss the scope and importance of marketing.
- 7 What do you understand by product positioning? Describe in detail various positioning strategies.
- 8 Briefly explain the factors influencing the pricing decision.
- 9 What is promotional mix? Explain its various kinds and objectives.
- 10 Elucidate the social, ethical and legal aspects of marketing.

Z-Z-Z

END