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Reg. No. : .....

Name : .....

**Second Semester M.A. (Human Resource Management) Degree  
Examination, August 2016  
HRM 2.2.4 : MARKETING MANAGEMENT  
(2014 Admission Onwards)**

Time: 3 Hours

Max. Marks : 75

**PART – I**

Answer **all** the questions. Answer should **not** to exceed **50** words.

1. Concept of marketing.
2. Nature of marketing.
3. E-business.
4. Marketing environment.
5. Targeting.
6. Market Research.
7. Product.
8. IMC.
9. Green marketing.
10. Ethical marketing.

**(10×2=20 Marks)**

**PART – II**

Answer **any five** questions. Answer should **not** to exceed **500** words.

11. Illustrate the evolution of marketing.
12. "A total change is necessary for designing the marketing strategy in the new internet age". Being a hi-tech marketing manager what changes that one should consider in this regard ?
13. Enumerate the role of perceptual mapping in marketing.

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14. Discuss the various positioning strategies.
15. Distinguish between CRM and PRM.
16. Narrate the new product development process.
17. How far sales force management is vital in a marketing profession ?
18. "Go Green can make the consumers more hygienic and healthy". Is this a myth or reality ? (5×5=25 Marks)

PART – III

Answer **any two** questions. Answer should **not** to exceed **1200** words.

19. "There is a need for an innovative perspective in marketing". Do you support this statement ? Give reasons for your response.
  20. Explain the role of marketing research in handling the fluctuating consumer behaviour.
  21. Critically evaluate the various marketing channels. Which among those are the best for marketing school uniforms ?
  22. Discuss the scope of socially responsible marketing in Indian context. (2×15=30 Marks)
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