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Reg. No. :

Name :

**Second Semester M.A. (Human Resource Management) Degree
Examination, August 2017
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. Define Marketing.
2. Scope of Marketing.
3. E-Commerce.
4. Marketing Strategy.
5. Segmentation.
6. Relationship Marketing.
7. Retail Marketing.
8. Selling.
9. Enlightened Marketing.
10. Marketing Ethics.

(10×2=20 Marks)

PART – II

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

1. Describe the role of Marketing in Business Management.
- .. Explain how BCG Matrix utilized for formulating Marketing Strategy.

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13. Discuss the key factors influencing Consumer Behaviour.
14. Narrate the part played by the Marketing Research in marketing decisions.
15. Explicate the concept of 4Ps in Marketing.
16. Elaborate the components of IMC.
17. "Marketing can recreate the structure of society by its way of implementation". How far this statement is true in the current context ?
18. Illustrate the concept of Rural Marketing. (5×5=25 Marks)

PART – III

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

19. Discuss the challenges faced by the marketers in the liberalizing and globalizing India.
 20. Explain the various pricing strategies with respect to the different stages in PLC.
 21. Elucidate the need of Market Segmentation for handling the consumers of the new era.
 22. Select a product of your choice and identify its keen aspects of Green Marketing. (2×15=30 Marks)
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