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**G – 4445**

**Reg. No. :** .....

**Name :** .....

**Second Semester M.A. (Human Resource Management) Degree  
Examination, July 2019**

**HRM 2.2.4 : MARKETING MANAGEMENT**

**(2018 Admn)**

Time : 3 Hours

Max. Marks : 75

**PART – I**

Answer **all** questions. Answer should not exceed **50** words. All questions carry equal marks

1. Marketing mix
2. Rural marketing
3. Enlightened marketing
4. Integrated Marketing Communication
5. Green Marketing
6. Pricing Strategies
7. Personal Selling
8. Advertising
9. Relationship marketing
10. Marketing Ethics.

**(10 × 2 = 20 Marks)**

P.T.O.



## PART – II

Answer **any five** questions. Answer should not exceed **500** words. All questions carry equal marks.

11. Explain the significance of marketing in Business management.
12. What are the popular promotion tools used in Indian context.
13. Discuss the effect of globalization and liberalization in marketing.
14. Explain market targeting and positioning with appropriate examples.
15. Discuss the role of marketing research in marketing decision making.
16. Explain the stages of Product Life Cycle.
17. Distinguish between consumer buying and organizational buying process.
18. Discuss the importance of product mix and its contribution to the organisation.

**(5 × 5 = 25 Marks)**

## PART – III

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

19. Explain in detail the involvement of consumers and their Decision making Process.
20. Describe the different criteria for market segmentation. Explain with an example the market segmentation in the category of Shampoo manufacturing?
21. “Marketing has to create value and that should result in customer delight”. Discuss with examples.
22. What are the various types of channels? Elaborate. Discuss their functions.

**(2 × 15 = 30 Marks)**

