



Reg. No. : .....

Name : .....

**Second Semester M.A. (Human Resource Management) Degree  
Examination, August 2015  
HRM 2.2.4 – MARKETING MANAGEMENT  
(2014 Admission)**

Time : 3 Hours

Max. Marks : 75

**PART – I**

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

**(10×2=20 Marks)**

1. Marketing Management.
2. Societal Marketing.
3. BCG Matrix.
4. Global Marketing.
5. Consumer Behaviour.
6. Positioning.
7. Product Mix.
8. Service.
9. Rural Marketing.
10. Responsible Marketing.

**PART – II**

Answer **any five** questions. Answer should **not** to exceed **500** words. **(5×5=25 Marks)**

11. Elucidate the applicable areas of Marketing in Business Management.
12. Explain the major ingredients of Marketing Environment.
13. What are the possible weaknesses of E-Commerce ?



14. Distinguish between Market Research and Marketing Research.
15. Give a brief account of the Indian Consumer Profile.
16. Explicate the 7Ps of Service Marketing.
17. Discuss the pros and cons of different pricing strategies.
18. State any three unethical practices in Indian market and suggest the remedial measures for the same.

### PART – III

Answer **any two** questions. Answer should **not** to exceed **1200** words. **(2×15=30 Marks)**

19. Narrate the different concepts of marketing with genuine examples.
  20. How far Network Marketing can be effective in the modern context ?
  21. Critically evaluate the strengths and weaknesses of BCG Matrix in the field of Marketing.
  22. Develop a Marketing Plan for a placement oriented firm of your choice.
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