

Reg. No. :

D 526

Q.P. Code : [07 DMB-M 15]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

Marketing

CONSUMER BEHAVIOUR

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Explain the need for studying consumer behaviour as a base for any business.
2. Enumerate the factors influencing consumer behaviour.
3. Critically explain the Howard Sheth model on consumer behaviour.
4. How does learning related to consumer behaviour?

5. Elaborate the influence of personality on consumer behaviour.
6. Explain the factors involved in the process of attitude formation.
7. Share your knowledge on how social clubs influences a business.
8. State the importance of CRM for developing business.

Reg. No. :

D 527

Q.P. Code : [07 DMB-M 16]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

Marketing

INDUSTRIAL AND SERVICES MARKETING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Trace the origin and Growth of service sector.
2. Elaborate the "SERVQUAL" Dimensions.
3. How will you identify the Customer Behaviour specific to the usage of services?
4. "Services possess some key distinguishing characteristics" - Discuss.
5. Discuss the impact of technology on service industry like cellular services.

6. How service aspirations are built - Discuss.
7. Explain the strategies, which are employed for the effective service delivery in public utility services.
8. Explain the role of Service in industrial selling and list the terms and conditions of Sale.

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D 528

Q.P. Code : [07 DMBM 17]

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M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

Marketing

NEW PRODUCT DEVELOPMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the stages involved in New Product Development.
2. What are the advantages and disadvantages of product innovation?
3. Discuss brainstorming methodology.
4. How do you manage New Product Development?
5. Describe the points to be considered while writing an advertisement.

6. How do you conduct a market analysis for a new product?
7. State the points to be considered for new product development at manufacturing stage.
8. Discuss about the concept development for new product.

D 529

Reg. No. :
Q.P. Code : [07 DMB-M 18]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

Marketing

MARKETING RESEARCH

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Describe the Marketing Research Process. Explain the importance of each step.
2. Enumerate the various types of Research Design. Is there any difference between social research and science research design?
3. Elaborate the concepts of primary and secondary data, and state the major sources of obtaining both.

4. "A questionnaire needs to be tested for reliability and validity" — Discuss.
5. Elucidate the characteristics of a good usable hypothesis. How will you test the hypothesis?
6. Describe the sampling errors with reference to its Types.
7. Elucidate the various contents of Good Research Report.
8. Write a Note on:
 - (a) Advertising Research
 - (b) Sampling Frame
 - (c) Sales Analysis
 - (d) Hypothesis.

Reg. No. :

D 530

Q.P. Code : [07 DMB-M19]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

Marketing

ADVERTISING AND SALES PROMOTION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Elucidate the factors guiding marketer's decision in selecting a promotion mix.
2. Elaborate the various classifications of advertisement.
3. Give the organizational structure of a typical agency and explain it.
4. "Achieving an immediate increase in sale is the objective of advertisement" –Discuss.

5. How an advertising campaign is planned? State the elements in advertisement campaign planning.
6. Give the relative merits and limitations of dailies and magazines as advertisement media.
7. What are the steps involved in advertisement copywriting? Explain in detail.
8. List out the various sales promotion tools available and briefly explain their features.

Reg. No. :

D 531

Q.P. Code : [07 DMBM 20]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

Marketing

LOGISTICS AND SALES MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. (a) What do you understand by value added logistics? Explain. (10)
- (b) Discuss the role of logistics in competitive strategy. (10)
2. (a) Explain the factors to be considered while selecting the site for constructing a warehouse. (10)
- (b) Give an account on automated material handling. (10)

3. (a) State the importance of packaging in logistics management. (10)
- (b) What do you mean by containerization? Discuss its characteristics. (10)
4. (a) Explain how virtual warehouse is useful for the present business scenario. (10)
- (b) Bring out the role of material handling in logistics. (10)
5. (a) Discuss the design and characteristics of logistics information system. (10)
- (b) Explain the advantages and disadvantages of e-logistics. (10)
6. (a) What do you understand by reverse logistics? Discuss its scope. (10)
- (b) Explain about inter-modal operators in transportation system. (10)

7. (a) Enumerate the responsibilities of a sales manager. (10)
- (b) State the importance and limitations of salesmanship. (10)
8. (a) What is retailing? Discuss the underlying concept in retail store location. (10)
- (b) Discuss the procedures adopted in sales forecasting. (10)
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Reg. No. :

D 532

Q.P. Code : [07 DMB-M 21]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

Second Year

Marketing

INTERNATIONAL MARKETING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.
(5 × 20 = 100)

1. Enumerate the various steps involved in the process of international marketing management.
2. List out the various effective international market entry strategies with appropriate global examples.
3. Explain the major practical problem involved in managing product line and suggest suitable remedial measures with examples.
4. What are all the important factors affecting international price determination. Discuss in detail.

5. Explain the rules, regulations and functions of international distribution channels.
6. Elaborate the major components of international promotion mix and explain their special features.
7. Elaborate the export import procedures and foreign trade policy of India.
8. Explain the important legal dimensions in international marketing. Discuss the contemporary issues involved in identifying opportunities in international markets.