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Question Paper Code : JK4109

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2017.

(From Academic Year 2015-New Question Paper Pattern)

Second Semester

DBA 7202 – MARKETING MANAGEMENT

(Common to All Branches)

(Regulations 2013)

Time : Three hours

Maximum 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define Marketing.
2. What is Information System?
3. Differentiate Consumer Marketing and Services Marketing.
4. What is Marketing Mix?
5. What is Product Positioning?
6. What are the objectives of Sales Promotion?
7. What is Customer Retention?
8. Differentiate industrial and individual buyers.
9. What is retail research?
10. Define Advertising.

PART B — (5 × 13 = 65 marks)

11. (a) What is marketing environment? Explain internal and external environment.

Or

- (b) What is marketing interface? Explain the other functional areas.

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I. Adeleye, K. Ibeh, A. Kinoti, L. White



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