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**DHANALAKSHMI SRINIVASAN COLLEGE
OF ARTS & SCIENCE FOR WOMEN
(AUTONOMOUS)**

(For Candidates admitted from 2020-2021 onwards)



PG DEGREE EXAMINATIONS -APRIL 2021

**BUSINESS ADMINISTRATION
MARKETING MANAGEMENT**

Time: 3 Hrs

Max.Marks: 75

PART - A

CHOOSE THE CORRECT ANSWER

(10X1=10)

1. To sell what would be produced is
 - a) Consumer Orientation
 - b) Marketing Orientation
 - c) Product Orientation
 - d) Management Orientation
2. Judicial action is a component of
 - a) Demographic Environment
 - b) Legal Environment
 - c) Cultural Environment
 - d) Economic Environment
3. Word of mouth of buyer
 - a) Postal Purchase Behaviour
 - b) Evaluative criteria
 - c) Sensory pleasure
 - d) Non Attitude based evaluation.
4. Product plus extra benefits added by seller
 - a) Symbolic Product
 - b) Augmented Product
 - c) Core Product
 - d) Expected Product
5. Hierarchy of needs are propounded by
 - a) Maslow
 - b) Sigmund Freud
 - c) Thorstein Veblem
 - d) Kurt Lewin
6. Brand aid is
 - a) Coined name
 - b) Arbitrary name
 - c) Suggestive name
 - d) Descriptive name
7. Green marketing concerns with protection of
 - a) Sociological environment
 - b) Psychological environment
 - c) Ecological environment
 - d) Economical environment
8. The sampling method suitable when the population has different segment is
 - a) Random sampling
 - b) Cluster sampling
 - c) Convince sampling
 - d) Stratified sampling
9. The filtering elements for online buyer's behavior
 - a) Security
 - b) Privacy
 - c) Trust and Trust worthiness
 - d) All of the above
10. The devices which brings together many catalogue companies to create a new searchable database of product for buyers
 - a) Catalogue aggregator
 - b) e-catalogue
 - c) ERP
 - d) Community building

PART – B

ANSWER ALL THE QUESTIONS

(5X7=35)

11. a) Explain detail about the contents of Marketing Mix.

(Or)

b) Bring out differences between Selling and Marketing.

12. a) Briefly describe the marketing planning process.

(Or)

b) State the importance of buyer decision making process for new product development.

13. a) Briefly describe the various levels of products.

(Or)

b) Explain in detail about the Branding Decision process.

14. a) Bring out the salient features of Customer relationship Management.

(Or)

b) What are various factors influencing consumer behavior?

15. a) Bring out the various differences between MIS and Marketing Research.

(Or)

b) State briefly the objectives of advertising.

PART – C

ANSWER ANY THREE QUESTIONS

(3X10=30)

16. How an environment influencing while marketing? Discuss in detail.

17. What are the variables would you use in segmenting the market?

18. How did you develop a new product? Explain in detail.

19. Explain in detail about the various steps involved in Marketing Research.

20. Briefly describe the different types of retailers in detail.