

However, as the company was not occupying leadership position in the market, the company had to constantly come up with innovations to increase sales. In order to attain more corporate ability, the management decided to diversify into new product areas. They asked the R and D department to design the single board efficient computer. As a result of six months hard efforts, the R and D department gave the protob type.

Questions :

(a) Suggest the ways and means of positioning the new product in a highly competitive market.

(b) Advise the alternatives to reach the customers with new and innovative computer product, giving plausible reasons.

Register Number : _____
Name of the Candidate : _____

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**M.B.A. (E-Business)
DEGREE EXAMINATION, 2012**

(FIRST YEAR)

(PAPER - II)

120. MARKETING MANAGEMENT

May] _____
[Time : 3 Hours

Maximum : 75 Marks

SECTION – A (5 × 3 = 15)

Answer any FIVE questions.

ALL questions carry equal marks.

1. Define Marketing.
2. What is rural Marketing?
3. What is marketing research?
4. Define 'Consumerism'.
5. What do you understand by product Mix?

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6. What is Advertising?
7. What is Marketing Mix?
8. Define channel of distribution.

SECTION – B (3 × 15 = 45)

Answer any THREE questions.

ALL questions carry equal marks.

9. Discuss the Importance of System Approach in Modern Marketing.
10. Analyse the various factors influencing Marketing Strategies.
11. Explain the various types of sales promotion.
12. Briefly explain the Kinds of Advertising.
13. Critically examine the functions of wholesaler and retailers.

SECTION – C (1 × 15 = 15)

(Compulsory)

14. *Case Study :*

Rotomatic Electronics Ltd, was a small company offering accessories product for medium to large computers. The company specialized in the manufacture and sale of magnetic disc drives. The product, being complex one, required extensive controls. As the product required high quality control, it had high unit cost and was manufactured to meet customer requirements.

Rotomatic's business in computer industry was highly competitive. Many larger companies manufactured their own magnetic disc drives and also, there were quite a large number of small and high speed and could interface with any existing computer system. The company had capacity to expand its operations due to attractive features and flexibility.

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