

Reg. No: \_\_\_\_\_ Name: \_\_\_\_\_

**A P J ABDUL KALAM TECHNOLOGICAL UNIVERSITY**  
THIRD TRIMESTER MBA DEGREE EXAMINATION, DEC 2018

**31 MARKETING MANAGEMENT II**

Max.Marks: 60

Duration: 3 Hours

**Part A**

*Answers all question. Each question carries 2 marks*

1. Elucidate the terms 'Prospecting' and 'Qualifying' in the context of Personnel selling
2. State the meaning of Marketing Audit and enlist its elements
3. Write short note on 'Multi-Level Marketing (MLM)'
4. List out the Five dimension of 'SERVQUAL'
5. Discuss about AIDA Model

(5 x 2 marks = 10 marks)

**Part B**

*Answer any 3 questions. Each question carries 10 marks*

6. Explain the Emerging trends in Marketing.
7. Write in detail about the various types of Marketing Control.
8. "The Rural Marketing Mix is slightly different from the traditional Marketing mix elements". Justify this statement.
9. Being a student of Marketing, describe about developing and implementing effective sales promotion programme for any product or service of your choice.
10. Narrate the role and functions of distribution channels. What are the various consumer marketing channels and levels?

(3 x 10 marks = 30 marks)

**Part C**

*Compulsory Question. The question carries 20 marks*

11. a. Marketing communication is all about successful transmission of clear message that results in effective reception. Yet many times distortion creeps in. Identify and describe one commercial that according to you communicate effectively and one that does it ineffectively. Justify your answer. (10)  
b. Explain how companies engage marketing communication mix for developing effective communication. (10)

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