

**26801930**



**Reg. No.....**

**Name.....**

**M.A. (H.R.M.)/M.H.R.M. DEGREE EXAMINATION, APRIL 2026**

**Second Semester**

**CC 12—MARKETING MANAGEMENT**

(M.A.(HRM)—2025 Admissions—Regular/2024 Admissions—Improvement/2024-2021  
Admissions—Supplementary, MHRM—2020 Admissions First Mercy Chance/2019  
Admissions—Second Mercy Chance/2018 Admissions—Final Mercy Chance)

Time : Three Hours

Maximum Marks : 60

**Section A**

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

Write short notes on :

1. Buyer behavior.
2. Labeling.
3. Channel management.
4. Public relations.
5. Ethical issues in marketing.
6. Service product.
7. Consumer versus organizational buyer.

(5 × 3 = 15)

**Section B**

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

8. How does market segmentation support targeting and positioning ?
9. Discuss the factors influencing pricing decisions and policies.
10. Explain media selection strategies in promotional planning.

**Turn over**





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11. Describe relationship marketing and its role in customer retention.
12. Examine the role of place in the service marketing mix.

(3 × 10 = 30)

### Section C

*Answer any **one** question.*

*The question carries 15 marks.*

13. Evaluate the importance of managing service quality in the service industry.
14. Analyse the impact of marketing environment on marketing decision-making.

(1 × 15 = 15)

