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Registration no.

Total Number of Pages: 02

**B.Tech**  
**HSSM3403**

**8<sup>th</sup> Semester Regular / Back Examination 2016-17**  
**MARKETING MANAGEMENT**

**BRANCH(S): MANUFAC, MANUTECH, METTA, MME**

**Time: 3 Hours**

**Max Marks: 70**

**Q.CODE: Z273**

**Answer Question No.1 which is compulsory and any five from the rest.**  
**The figures in the right hand margin indicate marks.**

- Q1 Answer the following questions: (2 x 10)**
- a) What is Data warehouse?
  - b) What is "selling" concept?
  - c) Define targeting.
  - d) What is product mix?
  - e) What is Sales Force opinion?
  - f) Define Direct marketing.
  - g) What is brand equity?
  - h) What is rural marketing?
  - i) Define microenvironment.
  - j) Define sales promotion.
- Q2 a) What is marketing information system? (2)**  
**b) "Marketing is the creation and delivery of standard of living". Discuss your argument. (8)**
- Q3 a) Discuss importance of market segmentation in developing marketing strategies. (5)**  
**b) Write down the characteristics of business buying. (5)**
- Q4 a) Discuss product life cycle. (5)**  
**b) What is positioning? How does packaging helps in positioning? (5)**
- Q5 a) Discuss various quantitative techniques of forecasting. (5)**  
**b) What is branding? Write down the benefits of branding. (5)**

- Q6** a) Factors affecting the pricing decision in an organization. (5)  
b) What is advertising and narrate 5 M's of marketing? (5)
- Q7** What is physical distribution? What are the functions of physical distribution? (10)
- Q8** **Write short answer on any TWO:** (5 x 2)  
a) New product development  
b) Public relation  
c) Service marketing  
d) Marketing mix