

Registration no:

--	--	--	--	--	--	--	--	--	--

Total Number of Pages: 02

B.Tech
HSSM3403

8th Semester Regular / Back Examination 2016-17
MARKETING MANAGEMENT
BRANCH(S): BIOTECH, CHEM, CIVIL, ENV, MINERAL, PLASTIC
Time: 3 Hours
Max Marks: 70
Q.CODE: Z108

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) The societal marketing concept
 - b) Porter's Five Forces Model
 - c) Microenvironment
 - d) Data mining
 - e) Market positioning
 - f) Product Life Cycle(PLC)
 - g) Brand Equity
 - h) Supply Chain Management (SCM)
 - i) Green marketing
 - j) E-Marketing
- Q2 a) What is marketing management? Enumerate the marketing functions involved in the process of marketing. (5)**
- b) Distinguish between customer value and customer satisfaction. (5)**
- Q3 a) Explain the steps in marketing planning. (5)**
- b) Explain the marketing research process. (5)**
- Q4 a) Explain the major variables used to segment consumer markets. (5)**
- b) What is product mix? Discuss its important dimensions with examples. (5)**
- Q5 a) Explain the stages in new product development process. (5)**
- b) What do you mean by market demand ? Discuss the various qualitative tools for estimating future market demand. (5)**
- Q6 a) Discuss the various channel levels. (5)**
- b) Explain the various elements of promotion mix. (5)**

- Q7** Explain the various pricing methods. **(10)**
- Q8** **Write short answer on any TWO:** **(5 x 2)**
- a)** Integrated Marketing Communications (IMC)
 - b)** Customer Relationship Management (CRM)
 - c)** Direct Marketing
 - d)** Rural marketing.