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Total Number of Pages: 01

B.Tech
HSSM3403

8th Semester Regular / Back Examination 2016-17

MARKETING MANAGEMENT

BRANCH:EEE, ELECTRICAL

Time: 3 Hours

Max Marks: 70

Q.CODE: Z216

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) Define product.
 - b) What is STP concept?
 - c) Differentiate between selling and marketing.
 - d) What is positioning?
 - e) What is datamining?
 - f) Define Delphi technique.
 - g) What is product obsolescence?
 - h) What is service marketing?
 - i) Write down the role of Gatekeeper in business buying process.
 - j) Define advertising.
- Q2**
- a) What is marketing information system? (2)
 - b) Narrate the marketing planning process. (8)
- Q3**
- a) Discuss Porter's five force model of competition. (5)
 - b) Elaborate the factors affecting consumer buying behavior. (5)
- Q4**
- a) Write down the bases for segmenting a market. (5)
 - b) What is marketing mix? (5)
- Q5**
- a) Discuss various qualitative techniques of forecasting. (5)
 - b) What is promotion mix? (5)
- Q6**
- a) Discuss the various pricing strategies. (5)
 - b) Differentiate between advertising and sales promotion. (5)
- Q7** What is distribution channel? List out the factors affecting the selection of distribution channel by a marketer. What are the various levels of distribution channel? (10)
- Q8 Write short answer on any TWO:** (5 x 2)
- a) Brand equity
 - b) Direct marketing
 - c) Green marketing
 - d) Rural marketing