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Total Number of Pages: 02

B.Tech
HSSM3403

8th Semester Regular / Back Examination 2016-17

MARKETING MANAGEMENT

BRANCH: MECHANICAL

Time: 3 Hours

Max Marks: 70

Q.CODE: Z157

**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) Marketing as a managerial function
 - b) Marketing planning
 - c) Marketing Information Systems (MIS)
 - d) Market segmentation
 - e) Product line
 - f) Packaging
 - g) Promotion mix
 - h) Integrated Marketing Communications(IMC)
 - i) Direct Marketing
 - j) E- marketing
- Q2 a) Define marketing management and describe the various process of marketing. (5)**
- b) Differentiate between selling concept and marketing concept. (5)**
- Q3 a) What are the elements affecting marketing in the macro environment? (5)**
- b) Explain the buying characteristics that influence consumer behavior. (5)**
- Q4 a) What is target marketing? What are the different levels of target marketing? (5)**
- b) Discuss the various tools for estimating future market demand. (5)**
- Q5 a) New product development is a growth strategy. Discuss. (5)**
- b) What are the important brand strategy decisions? (5)**

- Q6** a) Distinguish between skimming and penetration pricing. (5)
- b) Distinguish between wholesaling and retailing. (5)
- Q7** Explain the functions of distribution channels. (10)
- Q8** **Write short answer on any TWO:** (5 x 2)
- a) Data warehouse
 - b) Green Marketing
 - c) Customer Relationship Management (CRM)
 - d) Service Marketing