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Total Number of Pages: 01

**B.TECH**  
**HSSM3403**

**8<sup>th</sup> Semester Regular / Back Examination 2015-16**  
**MARKETING MANAGEMENT**  
**BRANCH: BIOTECH, CHEM, CIVIL, ENV, MINERAL, PLASTIC**  
**Time: 3 Hours**  
**Max Marks: 70**  
**Q.CODE:W129**

**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 marketing? How it is different from selling?
  - b) What is consumer value in marketing?
  - c) What is Brand competition?
  - d) Differentiate between Personal Selling and Salesmanship?
  - e) What is DAGMAR in advertising?
  - f) What is the type of utility for target customer?
  - g) What is broad environment?
  - h) What is marketing research?
  - i) What are the components of marketing mix?
  - j) What is green marketing?
- Q2** a) What is PLC? Discuss the marketing strategy to be followed at different stages of PLC? **(5)**
- b) What is New product development? What are its Stages? **(5)**
- Q3** a) What is the need of segmenting marketing? **(5)**
- b) Write down the bases of segmenting a consumer market giving suitable example? **(5)**
- Q4** What is channel of distribution? Do you agree that a manufacturer should always strive to select the lowest cost channel of distribution? **(10)**
- Q5** a) What is importance of consumer Behavior in marketing? **(5)**
- b) State the factor that influences consumer behavior? **(5)**
- Q6** a) What is pricing? State the objective of pricing? **(5)**
- b) What is the factor that influences price determination? **(5)**
- Q7** a) What are the objective, scope and process of marketing planning? **(5)**
- b) What difficulty is encountered in marketing planning? What suggestion can be made for effective marketing planning? **(5)**
- Q8** Write short notes on any two: **(5 x 2)**
- a) Marketing Concept
  - b) Advertisement
  - c) Forecasting Tools
  - d) Service marketing