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Total number of printed pages – 2

B. Tech
HSSM 3403

Eighth Semester Regular Examination – 2015

MARKETING MANAGEMENT

BRANCH (S) : BIOTECH, CHEM, ENV, MINERAL, PLASTIC

QUESTION CODE : J 108

Full Marks – 70

Time : 3 Hours

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



1. Answer the following questions :

2 × 10

- (a) What is marketing concept ?
- (b) What do the levels stand for in channels of distribution ?
- (c) What is a specialty good ?
- (d) What is seller's concept ?
- (e) What is a product line ?
- (f) What is micro environment ?
- (g) What is idea screening ?
- (h) What is understood by Propaganda ?
- (i) What does opinion leader stand for ?
- (j) What is understood by transaction marketing ?

2. Jayson Roberts is a London-based sportswear manufacturing company. It is a company that specializes in high priced sportswear. The company goes for market expansion by getting into the urban Indian market. What in your opinion should be the STP strategy for properly catering to the urban market in India ? While laying down the STP strategy, give reasons for the same. 10

P.T.O.

3. What is the role of market forecasting in marketing ? Delineate the forecasting tool(s) that you would use for an industrial good like ceiling fan bearings and give your reasons for the same. 10
4. What is understood by IMC ? Is it different from promotion mix ? Explain your answer with example. 10
5. What is planned product obsolescence ? Is it done deliberately ? Exemplify your answer. 10
6. Why is the study of consumer behavior mandatory in marketing ? Use the Decision Process Approach to explain the purchase of Royal Enfield Bullet mobike. 10
7. Why is market research used ? What is the method of scientific market research ? Explain it step by step with example. 10
8. Write notes on any **two** of the following : 5×2
- (a) Delphi Technique
 - (b) Supply Chain Management
 - (c) Data Mining.

