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Total Number of Pages : 01

B.Tech.
HSSM3403

8th Semester Regular / Back Examination 2017-18

MARKETING MANAGEMENT

BRANCHES : BIOTECH, CHEM, CIVIL, EEE, ELECTRICAL,
ENV, MANUFAC, MANUTECH, MECH, METTA, MINERAL, MME, PLASTIC

Time : 3 Hours

Max Marks : 70

Q.CODE : C241

Answer Question No.1 which is compulsory and any five from the rest.

The figures in the right hand margin indicate marks.

Answer all parts of a question at a place.

- Q1. Answer the following questions : (2 x 10)**
- a) What is Data mining?
 - b) Why Positioning is important in marketing a product?
 - c) What do you mean by Green marketing?
 - d) What is the societal concept of Marketing?
 - e) What are the Qualitative tools used for demand forecasting?
 - f) What is broad and task Environment?
 - g) What are the bases for segmenting a domestic market?
 - h) Write the importance of labeling.
 - i) What is BCG?
 - j) Why Packaging is important in marketing?
- Q2. Planning gives the confidence to start a business. Justify this with describing the Strategic planning process? (10)**
- Q3. a) Data collection Tools and Techniques (5)**
b) Price Mix (5)
- Q4. Why a Marketer's stand is much more important than a seller? Design a model marketing plan for launching a mosquito repellent. (10)**
- Q5. a) With diagram, describe the Porter's five force Model. (5)**
b) STP (5)
- Q6. a) Tools for Demand Forecasting (5)**
b) Planned Obsolescence (5)
- Q7. Why competition analysis is made? Describe the factors Influencing Competition. (3+7)**
- Q8. Write short answer on any TWO : (5 x 2)**
- a) PLC
 - b) Supply Chain Management
 - c) New product development Process
 - d) Significance of Advertising