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Total Number of Pages : 01

B.Tech
PCI5H002

5th Semester Regular / Back Examination 2018-19

MARKETING MANAGEMENT

BRANCH : CIVIL

Time : 3 Hours

Max Marks : 100

Q.CODE : E091

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Short Answer Type Questions (Answer All-10) (2x10)

- What is the Societal concept of Marketing?
- What is CRM?
- What do you mean by Customers' bargaining power?
- Write the concept of Planned Obsolescence.
- What is Focus Strategy and when it is applied?
- Write the concept of Holistic Marketing.
- What do you mean by Skimming Pricing?
- Write the Quantitative tools used in Demand Forecasting for a product.
- What are the factors contribute to Competition?
- Describe briefly about important functions of physical distribution.

Part-II

Q2 Focused-Short Answer Type Questions- (Answer Any EIGHT out of TWELVE) (6x8)

- Why competition analysis is made? Write the benefits of competition.
- Write down the main concepts of Marketing.
- Discuss the benefits of MIS.
- Explicate the Exploratory and Descriptive research design.
- Briefly write the organizational buying process.
- Describe the bases for segmenting business buyers.
- What are the qualitative tools used in demand forecasting?
- What is vertical and horizontal diversification of Products?
- What is Labeling and its importance in marketing?
- What is Promotion Mix?
- Why CRM has a significant role in the marketing of goods?
- Write the difficulties in Service marketing.

Part-III

Q3 Long Answer Type Questions (Answer Any TWO out of FOUR) (16)
Elaborate the objectives and functions of Marketing. (min. ten)

Q4 What is PLC? Write down the strategies applied in each stage by the marketing experts. (16)

Q5 What are the objectives of Pricing? Discuss the factors influencing the pricing of goods and services. (16)

Q6 Write briefly about STP. Describe the targeting strategies with suitable examples. (6+10)