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Total Number of Pages : 01

B.Tech
HSSM3403

8th Semester Back Examination 2018-19

MARKETING MANAGEMENT

BRANCH : CHEM, CIVIL, EEE, ELECTRICAL, MECH, METTA, PLASTIC

Time : 3 Hours

Max Marks : 70

Q.CODE : F064

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) State about the concept of Marketing myopia.
 - b) What is market positioning?
 - c) State the role of gatekeeper in industrial buying.
 - d) How Delphi technique helps in forecasting?
 - e) What is Consumerism?
 - f) What is green marketing?
 - g) What is E-marketing?
 - h) What are different levels of marketing channels?
 - i) Write short notes on public relation.
 - j) Define vertical integration with examples.
- Q2** a) Distinguish between marketing and selling concept. (5)
b) Explain the characteristics of industrial marketing. (5)
- Q3** a) Analyze the process of marketing planning. (5)
b) Marketing research is very important tool for success. (5)
- Q4** a) STP is key to success in business-justify (5)
b) List out the factors affecting consumer buying decision process. (5)
- Q5** a) Explain the skimming and penetration pricing. (5)
b) Analyze the role of branding in product survival. (5)
- Q6** What do you mean by demand forecasting? Discuss the various tools used for forecasting. (10)
- Q7** What are the different type of marketing environment and discuss their components. (10)
- Q8** Write short answer on any TWO : (5 x 2)
- a) Integrated marketing communication
 - b) Marketing mix
 - c) Functions of marketing channels