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Total Number of Pages : 02

B.Tech
PCI5H002

5th Semester Regular Examination 2017-18

Marketing Management

BRANCH: CIVIL

Time: 3 Hours

Max Marks: 100

Q.CODE: B257

Answer Question No.1 and 2 which are compulsory and any four from the rest.
The figures in the right hand margin indicate marks.

Q1 Answer the following questions : (2 x 10)

- a) -----is the guide an interviewer uses when conducting a structured interview.
- b) A ----- is anything that can be offered to a market that might satisfy a need
- c) ----- are the type of entrepreneurs who are skeptical about taking a step until they are definite.
- d) ----- is a person or firm that buys large amount of goods from various producers and resells to retailers.
- e) -----is the quantity of payment/compensation given by one party to another in return for goods or services.
- f) ----- is a person who has a persuasive role in a buying process.
- g) ----- is a conversation where standardized questions are asked
- h) The activity or condition of striving to gain or win the market position by defeating or establishing superiority over others is called as -----.
- i) ----- is a research conducted for a problem that has not been studied more clearly.
- j) ----- is a paid form of mass communication which appeals to customers directly or indirectly.

Q2 Answer the following questions : (2 x 10)

- a) What is IMC?
- b) Why Primary data are important in a Marketing Research Process?
- c) What are the roles of a business buyer in a buying process?
- d) Distinguish Data Mining and Data Warehousing
- e) Write down the importance of Labeling.
- f) What do you mean by Skimming Pricing?
- g) What is E-tailing? Give examples.
- h) In which case Time series analysis is Made?
- i) What are the QualitativeTools used for demand forecasting?
- j) What do you mean by TOWS?

Q3 a) Why marketing Planning is responsible for the success of a product? Write the Marketing planning Process with a diagram. (10)

b) Write down the functions of Marketing briefly. (5)

Q4 a) Describe the Marketing Research Process by mentioning the significance of Marketing Research. (10)

b) Penetration Pricing (5)

Q5 a) Write the benefits of Market Segmentation. Discuss the bases for segmenting the domestic consumers' market. (10)

b) Describe the Targeting Strategies in marketing. (5)

- Q6** a) "Go green" slogan can yield benefits to the society from various corners. Explicate this by emphasizing on Green marketing in India. (10)

b) Planned Obsolescence (5)
- Q7** a) What do you mean by organizational buying behavior? Describe the Business buying process with a proper sequence. (10)

b) Macro and Micro Environment (5)
- Q8** a) What are the objectives of Pricing? Describe different Pricing Methods opted by Marketers for Consumers? (10)

b) Promotion Mix (5)
- Q9** a) Write down the function of Distribution Channels. Describe the roles of Retailers and Wholesalers by citing examples. (10)

b) Service marketing (5)