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Total Number of Pages : 02

B.Tech
PCP7H012

7th Semester Regular/Back Examination 2019-20

MARKETING MANAGEMENT

BRANCH : AEIE, AERO, AUTO, BIOMED, BIOTECH, CHEM, CIVIL,
CSE, ECE, EEE, EIE, ELECTRICAL, ENV, ETC, FAT, IEE, IT, MANUFAC,
MANUTECH, MECH, METTA, MINERAL, MINING, MME, PE, PLASTIC, PT, TEXTILE

Max Marks : 100

Time : 3 Hours

Q.CODE : HRB260

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 Only Short Answer Type Questions (Answer All-10) (2 x 10)

- What is STP?
- Why branding is important in marketing?
- What do you mean by E-tailing?
- What is the societal concept of Marketing?
- What are the Qualitative tools used in demand forecasting?
- What are the Microenvironmental elements?
- What is penetration pricing?
- Write the significance of labelling.
- What is integrated marketing?
- Why is CRM?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- What is Planned Obsolescence?
- Describe the marketing planning process.
- What is green marketing and its advantages?
- What is MIS? How this is related to the marketing intelligence system?
- What do you mean by target marketing strategies?
- Describe the concept of IMC.
- Write the new product development process with a sequential diagram.
- Mention the functions of a distribution channel.
- Significance of Product Mix
- What is brand positioning and its importance in Branding a product?
- With a diagram, describe the Michael Porter's competitive Model.
- Mention the Quantitative tools for demand forecasting.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

Q3 210 What are the objectives of Pricing? Describe the factors influencing the pricing of FMCGs in India. **(16)** 210

Q4 Describe the different roles of a customer in a business buying process. Write the organizational buying process in details. **(16)**

Q5 210 What is meant by Market Segmentation? Discuss its benefits? Describe the bases for segmenting a domestic market. **(16)** 210

Q6 What are the benefits of market research? Write the marketing research Process with a neat sketch. **(16)**