

Registration No. :

--	--	--	--	--	--	--	--	--	--

Total number of printed pages – 2

B. Tech
HSSM 4404

Seventh Semester (Special) Examination – 2013

MARKETING MANAGEMENT

BRANCH : AEIE, CHEM, CIVIL, CSE, ELECTRICAL, ETC, IT, MECH

QUESTION CODE : D 378

Full Marks – 70

Time : 3 - Hours

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

The figures in the right-hand margin indicate marks.

Answer the following questions :

2×10

- How is need different from want and demand ?
- What is a product ? Give three levels of product.
- What do you mean by test marketing ?
- Define brand equity.
- What is personal selling ?
- Briefly explain sales force.
- Explain product mix with an example.
- Differentiate between FMCG and FMCD products.
- Define personal selling with an example.
- Differentiate between packaging and labeling.

2. What do you mean by marketing concept ? Explain the difference between marketing and selling. 10

3. What is competition analysis ? Explain the factors contributing to competition. 10

P.T.O.

4. Why market demand forecasting is carried out ? Discuss the short term and long term tools used for forecasting the market demand. 10
5. What do you mean by STP ? Explain the bases and methods of segmenting consumer and industrial markets. 10
6. State the stages of product life cycle. Explain the different strategies used by marketers at different stages of product life cycle. 10
7. Describe the various distribution channels with illustrations from Indian context. 10
8. Write short notes on : 5×2
 - (a) Customer Relationship Management
 - (b) Direct Marketing

