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Total Number of Pages: 2

B.Tech.
HSSM4404

Seventh Semester Examination – 2011

MARKETING MANAGEMENT

Time: 3 Hours

Max. Marks: 70

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

The figures in the right-hand margin indicate marks.

1. Answer the following in **one** or **two** sentences: (2×10)
- (a) What do you mean by Marketing Mix?
- (b) What is marketing myopia?
- (c) What do you mean by customer value?
- (d) What do you mean by Entry and Exit barriers?
- (e) Briefly explain Delphi technique.
- (f) What is product positioning?
- (g) What do you mean by brand equity?
- (h) What are the bases of segmenting consumer market?
- (i) What is a cash cow in the context of product life cycle?
- (j) How do you explain Customer Relationship Management?
2. What are bases of segmentation for consumer market? Explain different variables of psychographic segmentation process. Give example to each situation. (10)
3. Buying decision process follows a logical sequence of five stages. Name and explain them giving example of any product of your choice. (10)
4. Explain various methods of sales forecasting. (10)

5. Draw the product life cycle curve and explain different stages. Also specify strategies to be taken in introduction stage of PLC. (10)
6. What do you mean by New Product Development? What are various stages associated with it? Elaborate test marketing and launching stage. (10)
7. What do you understand by Marketing Environment? Explain with example. (10)
8. Write short notes on the followings:
- (a) Personal selling. (3)
 - (b) Distribution strategy. (3)
 - (c) Service marketing. (4)
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