



GIET UNIVERSITY, GUNUPUR - 765022
B. Tech (Sixth Semester Regular) Examinations, May - 2024
21BCVMG36001 - Marketing Management
(Civil)

Time: 3 hrs

Maximum: 70 Marks

(The figures in the right hand margin indicate marks)

PART – A**(2 x 5 = 10 Marks)**Q.1. Answer **ALL** questions

- a. What is the difference between Marketing and Selling?
- b. Briefly write the conditions for exchange mechanism in marketing.
- c. Define production concept with examples.
- d. What is Green Marketing?
- e. State any two limitations of Internet Marketing.

CO #	Blooms Level
CO1	K1
CO2	K1
CO3	K1
CO4	K1
CO4	K1

PART – B**(15 x 4 = 60 Marks)**Answer **ALL** questions

- | | Marks | CO # | Blooms Level |
|--|-------|------|--------------|
| 2. a. Who is a Marketer? Discuss the role and signification of Marketing. | 7 | CO1 | K2 |
| b. Discuss the core concepts of marketing management with examples. | 8 | CO1 | K2 |
| (OR) | | | |
| c. Why marketing is called social process and also discuss its features? | 7 | CO1 | K2 |
| d. Illustrate Relationship marketing with its outcomes for social development. | 8 | CO1 | K2 |
| 3.a. Discuss the important philosophies of Marketing management with appropriate examples. | 7 | CO2 | K2 |
| b. Is Societal marketing concept develops business? Discuss with suitable examples. | 8 | CO2 | K3 |
| (OR) | | | |
| c. Explain the difference between product and production concept showing a comparison between Blackberry and Apple Co. | 7 | CO2 | K2 |
| d. Identify the key differences between the concept of marketing and Selling and also highlight marketing myopia. | 8 | CO2 | K3 |
| 4.a. Discuss the various challenges of marketing mix with reference to current scenario. | 7 | CO3 | K2 |
| b. What STP stands for in marketing? Examine the important levels of three step model of market segmentation. | 8 | CO3 | K3 |
| (OR) | | | |
| c. Show the various stages of Product Life Cycle with neat diagram. | 7 | CO3 | K2 |
| d. Discuss the types of consumer goods and Industrial goods comes under product classification chart. | 8 | CO3 | K2 |
| 5.a. Discuss the concept of product mix and its strategies with examples. | 7 | CO4 | K2 |
| b. What do you understand by the term Promotion mix? Briefly highlight the methods and elements of Promotion mix. | 8 | CO4 | K3 |
| (OR) | | | |
| c. What is Rural marketing? Discuss the problems faced in rural marketing communication. | 7 | CO4 | K2 |
| d. Explain the concept, components and goals of Integrated Marketing Communication (IMC). | 8 | CO4 | K3 |

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