

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
SIXTH SEMESTER B.TECH DEGREE EXAMINATION, APRIL 2018

Course Code: ME368

Course Name: MARKETING MANAGEMENT

Max. Marks: 100

Duration: 3 Hours

PART A

Answer any three full questions, each question carries 10 marks.

Marks

- | | | |
|---|--|-----|
| 1 | a) Define marketing. | (3) |
| | b) Explain societal marketing concept in marketing with relevant examples. | (4) |
| | c) Distinguish between selling concept and marketing concept. | (3) |
| 2 | a) Why macro environmental variables are called as uncontrollable variables? | (2) |
| | b) Explain various macro and micro environmental factors in marketing. | (8) |
| 3 | a) Explain in detail marketing planning process. | (5) |
| | b) Explain Marketing mix elements with a case example. | (5) |
| 4 | a) Why product development is considered as lifeblood of any business unit? | (2) |
| | b) Explain different steps in product development process. | (8) |

PART B

Answer any three full questions, each carries 10 marks.

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|---|---|------|
| 5 | a) Define market segmentation. What are the characteristics of a market segment? | (5) |
| | b) Illustrate demographic segmentation with suitable examples. | (5) |
| 6 | Define marketing research and explain any four scope of market research. | (10) |
| 7 | a) How the study of consumer behaviour can be utilized in marketing? | (4) |
| | b) How psychological, personal and social factors influence consumer behaviour with suitable case examples. | (6) |
| 8 | a) Describe the four distinct stages of product life cycle and illustrate appropriate marketing strategies during each stage. | (8) |
| | b) Distinguish between product motive and consumer patronage motive. | (2) |

PART C

Answer any four full questions, each carries 10 marks.

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|---|--|-----|
| 9 | a) List out the importance of marketing communication. | (4) |
| | b) What are the elements in marketing communication mix? | (6) |

- 10 Illustrate the different steps involved in developing effective communication? (10)
- 11 a) Illustrate AIDA model. (4)
- b) Explain various tools used for sales promotion. (6)
- 12 a) Design an advertisement to promote a smart phone for Indian customers. (5)
- b) Explain different types of appeals in advertisement with examples. (5)
- 13 a) What are the advantages branding to consumers and firms? (6)
- b) What are the essentials of a good brand? (4)
- 14 a) What are the merits and demerits of online marketing? (5)
- b) Explain any 5 new trends in marketing. (5)
