

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
SIXTH SEMESTER B.TECH DEGREE EXAMINATION(S), DECEMBER 2019

Course Code: ME368

Course Name: Marketing Management

Max. Marks: 100

Duration: 3 Hours

PART A

Answer any three full questions, each carries 10 marks.

Marks

- | | | |
|---|---|-------|
| 1 | a) What is marketing? | (2) |
| | b) What are the earlier marketing ideas? | (3) |
| | c) How do you demonstrate the holistic marketing concept? | (5) |
| 2 | a) What do you understand the marketing concept? | (3) |
| | b) How do you understand the importance of controllable factors directed by top management? | (7) |
| 3 | a) What are the elements of a good market planning? | (5) |
| | b) How do you describe the major steps in marketing planning process? | (5) |
| 4 | a) What are the applications of Boston consultancy group model? | (5) |
| | b) Discuss the key elements of marketing mix. | (5) |

PART B

Answer any three full questions, each carries 10 marks.

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|---|--|-------|
| 5 | a) How do you describe the different levels of segmentation? | (5) |
| | b) Enumerate the bases for segmentation. | (5) |
| 6 | a) What are the objectives of marketing research? | (5) |
| | b) How do you develop a research plan? | (5) |
| 7 | a) What do you mean the consumer behavior? | (3) |
| | b) How do you enumerate the marketing strategies for different stages of product life cycle? | (7) |
| 8 | a) How the cultural factors influence the consumer behavior? | (5) |
| | b) Define the perceived risks and classify them. | (5) |

PART C

Answer any four full questions, each carries 10 marks.

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|----|--|-------|
| 9 | a) Define marketing communication. | (3) |
| | b) How do you understand the marketing communication mix and its role? | (7) |
| 10 | a) Define the different strategies of communication. | (3) |
| | b) What are the steps in developing effective communication? | (7) |
| 11 | a) What are the objectives of marketing communication? | (6) |

- b) How to identify the target audience ? (4)
- 12 a) How do you design the message strategy? (3)
- b) How to elaborate the non personal communication channels ? (7)
- 13 a) Define promotion mix evaluation. (3)
- b) What are the sales promotion tools and elaborate each of them. (7)
- 14 a) Define advertising. (3)
- b) How do you analyse the new trends in marketing? (7)
