

Reg No.: _____

Name: _____

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

Course Code: ME 368

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) Distinguish between selling and marketing.	(4)
	(b) Explain societal marketing concept with case examples.	(3)
	(c) Explain features of new economy.	(3)
2	Illustrate marketing mix elements with relevant examples	(10)
3	Explain marketing planning process with BCG matrix.	(10)
4	(a) Explain different sources of product ideas with case examples	(6)
	(b) Explain test marketing with real life example.	(4)

PART B

Answer any three full questions, each carries 10 marks.

5	Explain in detail segmentation, targeting and positioning in marketing.	(10)
6	Illustrate marketing research process	(10)
7	(a) Explain various factors affecting consumer behaviour	(5)
	(b) Explain the relevance of Abraham Maslow's need hierarchy theory of motivation in marketing	(5)
8	(a) Explain the importance of extending maturity stage of Product life cycle.	(5)
	(b) Explain different sources of new product ideas.	(5)

PART C

Answer any four full questions, each carries 10 marks.

9	Explain different elements in promotion mix with case examples	(10)
10	(a) Explain the role of advertising in promoting a product of your choice.	(6)
	(b) Explain different types of appeals in an advertisement.	(4)
11	(a) Distinguish between advertisement and sales promotion	(4)
	(b) Design an advertisement to promote value added products using jackfruit.	(6)
12	(a) Explain various price - promotion strategies with examples	(6)

- (b) List various advertising objectives. (4)
- 13 (a) Branding will lead to price increase. Comment on this statement (4)
- (b) Explain the advantages of a branded product to consumers with case examples. (6)
- 14 a) Explain any 5 methods used for sales promotion. (5)
- b) List various advantages and disadvantages of online marketing. (5)
