

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.

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.

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)
