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Seventh semester B Tech Degree Examination (2013 scheme)

13.706.14 Marketing management (MP)
(Elective III)

Time: 3hrs

Maximum marks: 100

Part A

Answer **all** questions

1. Distinguish between selling concept and marketing concept.
2. Explain cost plus pricing strategy.
3. Explain the relevance of strategic planning in marketing.
4. Explain BCG matrix.
5. Explain the relevance of E-marketing with suitable examples.
6. Distinguish between market research and marketing research.
7. Distinguish between product motive and patronage motive.
8. Explain AIDA model in advertisement
9. Explain briefly the new trends in marketing
10. Explain the role of public relation in promoting a product.

(10X2= 20 marks)

Part B

Answer **any one** question from each module . Each question carries 20 marks .

Module 1

11. Explain the various controllable and non controllable factors in marketing.

or

12. Explain the different concepts in marketing.

Module 2

13. Explain the relevance of Segmentation, Targeting and Positioning (STP) in marketing.

Or

14. Explain in detail different steps involved in product development.

Module 3

15. Explain the marketing communication process.

Or

16 .Explain Product Life Cycle. What are the different strategies to be adopted in each stage of PLC.

Module 4

17. Distinguish between advertisement and sales promotion. What are the different methods of sales promotion?

Or

18. What is brand management? Explain the significance of branding to consumers and firms.

(4X20 =80 marks)