

Reg No.: \_\_\_\_\_

Name: \_\_\_\_\_

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**

Sixth Semester B.Tech Degree Regular and Supplementary Examination July 2021

**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) Explain a model of a marketing process.                                 | (3)   |
|   | b) Distinguish between selling concept and marketing concept.              | (4)   |
|   | c) What you understand by the term value engineering.                      | (3)   |
| 2 | Explain the holistic marketing concept.                                    | (10)  |
| 3 | Explain Boston consulting group's growth share matrix.                     | (10)  |
| 4 | a) Explain different processes involved in developing a new product.       | (7)   |
|   | b) What are the different types of strategic planning in marketing system? | (3)   |

**PART B***Answer any three full questions, each carries 10 marks.*

- |   |  |      |
|---|--|------|
| 5 | How the market segmentation will influence the consumer behaviour.           | (10) |
| 6 | a) What are the criteria for the successful product positioning?             | (6)  |
|   | b) How will you develop the marketing research process?                      | (4)  |
| 7 | Explain the different factors influencing consumer behaviour.                | (10) |
| 8 | Explain the marketing strategies for different stages of product life cycle. | (10) |

**PART C***Answer any four full questions, each carries 10 marks.*

- |    |   |      |
|----|---|------|
| 9  | Explain in detail market communication mix.               | (10) |
| 10 | a) Explain the following                                  |      |
|    | a. AIDA model   | (5)  |
|    | b. Michael Ray model                                      | (5)  |
| 11 | a) How do you identify the target audience?               | (4)  |
|    | b) Explain the objectives of sales promotion.             | (6)  |
| 12 | a) Explain the new trends in marketing.                   | (7)  |
|    | b) What you understand by the term moral appeal.          | (3)  |
| 13 | Illustrate integrated marketing communication system.     | (10) |
| 14 | a) Explain different sales promotion tools.               | (7)  |
|    | b) What is the importance of branding in an organization? | (3)  |

\*\*\*\*\*