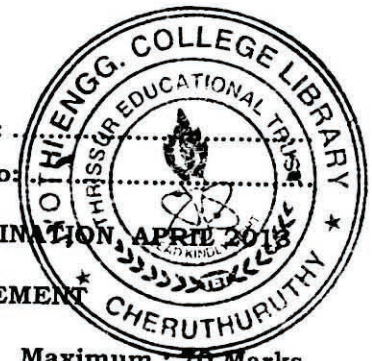


41687

Name :

Reg. No:



EIGHTH SEMESTER B.TECH (ENGINEERING) DEGREE EXAMINATION
ME/PTME 09 803 L24 – MARKETING MANAGEMENT
(2009 Admission)

Time : Three Hours

Maximum : 70 Marks

Part A

Answer all questions

- I. a. Define Marketing.
b. Define Business Mission
c. What is Marketing Intelligence System ?
d. Define Value – Network.
e. What is Multichannel Marking System ?

(5 x 2 = 10 Marks)

Part B

Answer any four questions.

- II. a. Explain about the decisions marketers make.
b. Tell about three key areas of Strategic Planning.
c. How to overcome barriers to the use of marketing research ?
d. Tell about designing of Sales Force.
e. What is Channel Dynamics.
F. Write the significance of sales promotion.

(4 x 5 = 20 Marks)

Part C

Answer all questions.

- III. a. Explain in detail the concepts under which organizations conduct marketing activities.

OR

- b. Discuss in detail how business and marketing are changing.

- IV. a. Discuss about Marketing Decision Support System.

OR

- b. Analyze needs and trends in the macroenvironment.

- V. a. Discuss about consumer – Adoption process.

OR

- b. Discuss about product – life cycle marketing strategies.

- VI. a. Explain in detail about channel – dynamics.

OR

- b. Explain about managing the sales force.

(4 x 10 = 40 Marks)
