

C 60592

(Pages : 2)

Name.....

Reg. No.....

**EIGHTH SEMESTER B.TECH. (ENGINEERING) DEGREE EXAMINATION
APRIL 2014**

ME 09 803 L 24—MARKETING MANAGEMENT

Time : Three Hours

Maximum : 70 Marks



Part A

Answer all questions.

1. Define Production concept.
2. What is internal record system ?
3. Define marketing decision.
4. What is image analysis ?
5. Define marketing information system.

(5 × 2 = 10 marks)

Part B

Answer any four questions.

6. Discuss about e-business.
7. Describe political-legal environment.
8. How to overcome barriers to the use of marketing research ?
9. Tell about measuring effectiveness.
10. Write the communication process in detail.
11. Discuss on marketing process.

(4 × 5 = 20 marks)

Part C

Answer all questions.

12. Discuss in detail about what consumers have today that they did not have yesterday.

Or

13. Explain in detail about customer relationship marketing.
14. Discuss about balancing customer and competitor orientations.

Or

15. Explain about designing the competitive intelligence system.

Turn over

16. Discuss about consumer-adoption process.

Or

17. Discuss about how to decide which markets to enter.

18. Explain about marketing communication mix.

Or

19. Discuss about developing effective communications.

(4 × 10 = 40 marks)