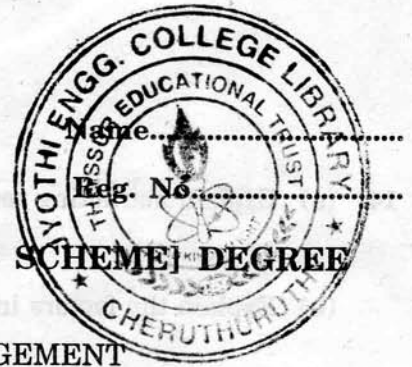


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**EIGHTH SEMESTER B.TECH. (ENGINEERING) [09 SCHEME] DEGREE  
EXAMINATION, APRIL 2015**

ME/PTME 09 803 L24—MARKETING MANAGEMENT

Time : Three Hours

Maximum : 70 Marks

**Part A**

*Answer all.*

1. What is market?
2. What is market environment?
3. What is diversification?
4. What is customer value?
5. Explain communication channels.

(5 × 2 = 10 marks)

**Part B**

*Answer any four.*

6. Explain societal marketing.
7. Explain the terms selling and marketing.
8. Explain marketing mix strategy.
9. Explain market targeting.
10. Explain the source of marketing research.
11. What is selection of media for advertising?

(4 × 5 = 20 marks)

**Part C**

*Answer all.*

12. (a) Describe the different environments of marketing.

*Or*

- (b) Explain the traditional and modern marketing and evolution of marketing with a special reference to system approach.

13. (a) Define marketing mix. Discuss various components of the marketing mix.

*Or*

- (b) Discuss the significance of segmentation, targeting and positioning in a company's marketing strategy.

**Turn over**

14. (a) Explain marketing research need and scope in detail.

Or

(b) Explain the factors influencing buyer behaviour.

15. (a) Explain sales force and direct marketing.

Or

(b) Explain sales promotion purpose and major decisions.

(4 × 10 = 40 marks)