

C 1083

(Pages : 2)

Name: _____

Reg. No. _____



**EIGHTH SEMESTER B.TECH. (ENGINEERING) [09 SCHEME] DEGREE
EXAMINATION, APRIL 2016**

ME/PTME 09 803 L24 – MARKETING MANAGEMENT

Time : Three Hours

Maximum : 70 Marks

Part A

Answer all questions.

1. Define Consumer market.
2. What is market targeting?
3. What is marketing mix?
4. What is PLC?
5. What is sales force?

(5 × 2 = 10 marks)

Part B

Answer any four questions.

6. Describe service channels used by the marketer.
7. Discuss the evolution of marketing concept.
8. Describe market segmentation procedure.
9. What constitutes good marketing research?
10. How can companies move accurately measure demand of a product?
11. Briefly explain various communication channels.

(4 × 5 = 20 marks)

Part C

12. Explain major societal forces in marketing.

Or

13. Explain the scope of marketing.
14. What are the requirements for effective segmentation?

Or

15. Describe Boston consultancy model in marketing planning.

Turn over

16. Explain the six steps of the marketing Research process.

Or

17. How do consumer characteristics influence buying behaviour?

18. Explain sales promotion methods and its objectives.

Or

19. How do marketing communications work?

(4 × 10 = 40 marks)