

C 21466

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Name .....

Reg. No .....

**EIGHTH SEMESTER B.TECH. (ENGINEERING) DEGREE  
EXAMINATION, APRIL 2017**

**ME/PTME 09 803 L 24—MARKETING MANAGEMENT  
(2009 Admissions)**

Time : Three Hours

Maximum : 70 Marks

**Part A**

*Answer all questions.  
Each question carries 2 marks.*

1. Define marketing.
2. List out product hierarchy level.
3. Define 'strategy'.
4. What are the motives for buying ?
5. What is sales force ?

(5 × 2 = 10 marks)

**Part B**

*Answer any four questions.  
Each question carries 5 marks.*

6. Explain marketing scope and tasks.
7. Explain the concept of market and marketing.
8. Explain market segmentation levels.
9. What is market targeting ?
10. What is marketing research ?
11. Explain the terms publicity and public relations.

(4 × 5 = 20 marks)

**Part C**

*Answer all questions.*

12. (a) Explain about marketing environment factors.

Or

- (b) Discuss customer and societal marketing concepts.

Turn over

13. (a) Explain market segmentation process.

Or

(b) Explain about corporate and division strategic planning.

14. (a) Explain the factors influencing buyer behavior.

Or

(b) Explain marketing strategies for different stages of product life cycle.

15. (a) Discuss sales promotion strategies.

Or

(b) What is advertising ? Explain the classifications behind advertising.

(4 × 10 = 40 marks)