

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
SIXTH SEMESTER B.TECH DEGREE EXAMINATION(R&S), May 2019

Course Code: ME 368

Course Name: MARKETING MANAGEMENT

Max. Marks: 100

Duration: 3 Hours

PART A

Answer any three full questions, Each question carries 10 marks.

- | | | Marks |
|---|---|-------|
| 1 | (a) Distinguish between selling and marketing. | (4) |
| | (b) Explain societal marketing concept with case examples. | (3) |
| | (c) Explain features of new economy. | (3) |
| 2 | Illustrate marketing mix elements with relevant examples | (10) |
| 3 | Explain marketing planning process with BCG matrix. | (10) |
| 4 | (a) Explain different sources of product ideas with case examples | (6) |
| | (b) Explain test marketing with real life example. | (4) |

PART B

Answer any three full questions, each carries 10 marks.

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|---|--|------|
| 5 | Explain in detail segmentation, targeting and positioning in marketing. | (10) |
| 6 | Illustrate marketing research process | (10) |
| 7 | (a) Explain various factors affecting consumer behaviour | (5) |
| | (b) Explain the relevance of Abraham Maslow's need hierarchy theory of motivation in marketing | (5) |
| 8 | (a) Explain the importance of extending maturity stage of Product life cycle. | (5) |
| | (b) Explain different sources of new product ideas. | (5) |

PART C

Answer any four full questions, each carries 10 marks.

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|----|--|------|
| 9 | Explain different elements in promotion mix with case examples | (10) |
| 10 | (a) Explain the role of advertising in promoting a product of your choice. | (6) |
| | (b) Explain different types of appeals in an advertisement. | (4) |
| 11 | (a) Distinguish between advertisement and sales promotion | (4) |
| | (b) Design an advertisement to promote value added products using jackfruit. | (6) |
| 12 | (a) Explain various price - promotion strategies with examples | (6) |

- (b) List various advertising objectives. (4)
- 13 (a) Branding will lead to price increase. Comment on this statement (4)
- (b) Explain the advantages of a branded product to consumers with case examples. (6)
- 14 (a) Explain any 5 methods used for sales promotion. (5)
- (b) List various advantages and disadvantages of online marketing. (5)

PART B

Answer any four full questions, each carries 10 marks.