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Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
Sixth Semester B.Tech (Hons) Degree Examination July 2021 (2018 Admission)

Course Code: ME368

Course Name: MARKETING MANAGEMENT

Max. Marks: 100

Duration: 3 Hours

PART A

Answer any three full questions, each carries 10 marks.

- | | | Marks |
|---|--------------------------------------------------------|-------|
| 1 | a) Define the term marketing | (4) |
| | b) What you mean by societal marketing concept | (6) |
| 2 | a) Define the term TQM | (3) |
| | b) Illustrate the uncontrollable factors in marketing | (7) |
| 3 | Explain the marketing mix elements with examples | (10) |
| 4 | Illustrate 8-step process for developing a new product | (10) |

PART B

Answer any three full questions, each carries 10 marks.

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|---|---------------------------------------------------------|------|
| 5 | Explain the processes involved market research | (10) |
| 6 | What are the different segmentation in consumer markets | (10) |
| 7 | Explain the factors influencing consumer behaviour | (10) |
| 8 | a) Explain different stages in PLC | (6) |
| | b) What are the different types of buying behaviour | (4) |

PART C

Answer any four full questions, each carries 10 marks.

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|----|------------------------------------------------------------------|------|
| 9 | a) Explain different marketing communication mix | (6) |
| | b) What are the stages in personal selling process | (4) |
| 10 | a) What are the benefits of direct marketing | (4) |
| | b) What are the objectives of sales promotions | (6) |
| 11 | a) List out the importance of advertising a product in marketing | (5) |
| | b) Explain different types of direct marketing | (5) |
| 12 | a) Explain the importance of branding to consumers | (5) |
| | b) List out the advantages of online trading | (5) |
| 13 | Explain different appeals in designing a message | (10) |
| 14 | a) Explain the need of integrated marketing communications | (6) |
| | b) Explain the significance of sales promotion in marketing | (4) |
