



Reg. No. :

Name :

**Seventh Semester B.Tech. Degree Examination, November 2013
(2008 Scheme)**

08.706.6 : MARKETING MANAGEMENT (MPU)

Time : 3 Hours

Max. Marks : 100

PART – A

Answer **all** questions. **Each** question carries **4** marks.

1. Explain marketing environment.
2. Explain the concept of social marketing.
3. Discuss market segmentation.
4. Examine the factors influencing consumer behaviour.
5. What is marketing mix ?
6. Discuss the importance of marketing communication.
7. Write a note on sales promotion tools.
8. What is brand management ?
9. Write a note on factors in advertising.
10. What is target audience ?

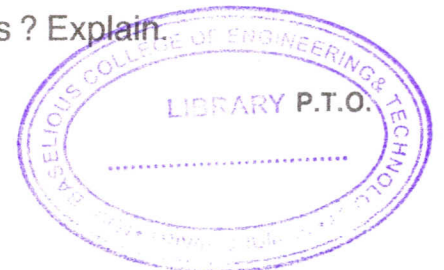
(10×4=40 Marks)

PART – B

Answer **any one** question from **each** Module.

Module – I

11. Explain the meaning, significance and concepts of marketing.
12. What are the major components of marketing mix variables ? Explain.



**Module – II**

13. Distinguish between market segmentation and market targeting.
14. Enumerate the need, scope and importance of marketing research.

Module – III

15. State the meaning and importance of marketing communication.
 16. Enumerate the new trends in marketing in the present era. **(3×20=60 Marks)**
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