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Reg. No. :

Name :

**Seventh Semester B.Tech. Degree Examination, November 2015
(2008 Scheme)
08.706.6 : MARKETING MANAGEMENT(MPU)**

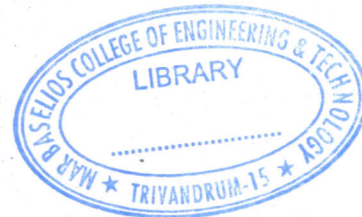
Time : 3 Hours

Max. Marks : 100

PART – A

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

1. State the concept of marketing.
2. What is meant by social marketing ?
3. Explain the term marketing mix.
4. Define market segmentation.
5. Explain the term product life cycle.
6. List out any four objectives of market research.
7. What are marketing mix variables ?
8. Define advertising.
9. Define the term 'Brand'.
10. What is target audience ?



(10×4=40 Marks)

P.T.O.

**PART – B**

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

Module – 1

11. State the uncontrollable factors which influence the marketing environment.
12. Explain briefly the various elements of marketing mix.

Module – 2

13. Discuss the various bases of market segmentation.
14. Describe the various factors influencing consumer behaviour.

Module – 3

15. a) How do you identify the target audience ? Discuss.
b) How do you select the proper marketing channel ?
 16. a) Discuss the role of advertising in marketing.
b) Explain the significance of branding to consumers and firms. **(3×20=60 Marks)**
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