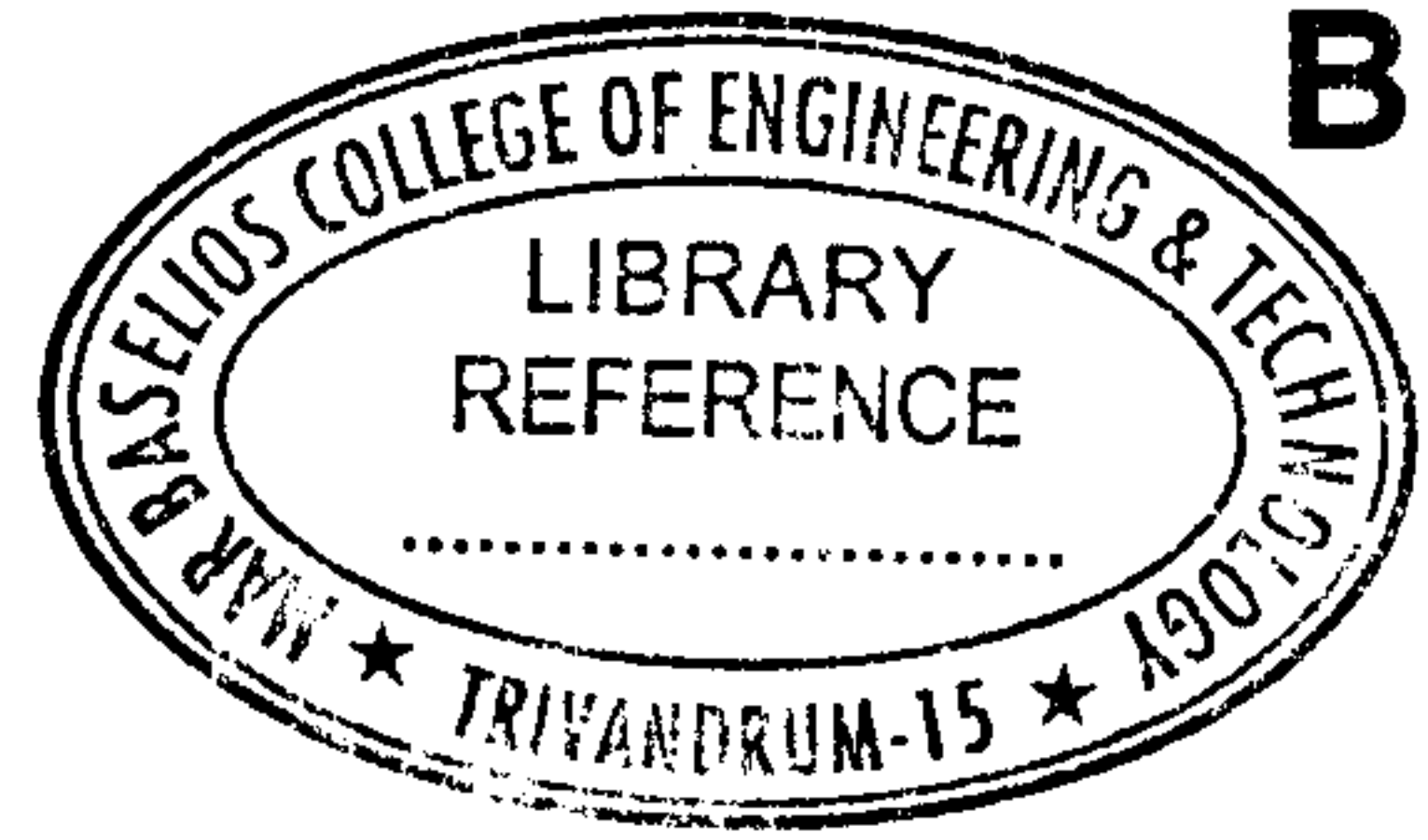




(Pages : 2)



B – 3460

Reg. No. :

Name :

Seventh Semester B.Tech. Degree Examination, December 2016
13.706.14 : MARKETING MANAGEMENT (MP)
(Elective – III)

Time : 3 Hours

Max. Marks : 100

PART – A

Answer **all** questions :

1. Selling is only the tip of marketing iceberg. Explain.
2. Explain cost plus pricing strategy.
3. Explain the relevance of strategic planning in marketing.
4. Explain BCG matrix.
5. Explain the relevance of E-marketing with suitable examples.
6. Distinguish between market research and marketing research.
7. Distinguish between product motive and patronage motive.
8. Explain AIDA model in advertisement.
9. Explain briefly the new trends in marketing.
10. Explain the role of public relation in marketing a product. **(10×2=20 Marks)**

P.T.O.



PART – B

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

Module – 1

11. Explain various macro environmental variables in marketing.
12. Explain in detail the different concepts in marketing.

Module – 2

13. Explain the relevance of Segmentation, Targeting and Positioning (STP) in marketing with case examples.
14. Explain in detail different steps involved in product development.

Module – 3

15. Explain the marketing communication process.
16. Explain Product Life Cycle. What are the different strategies to be adopted in each stage of PLC ?

Module – 4

17. Distinguish between advertisement and sales promotion. What are the different methods of sales promotion ?
18. What is brand management ? Explain the significance of branding to consumers and firms. **(4×20=80 Marks)**

