

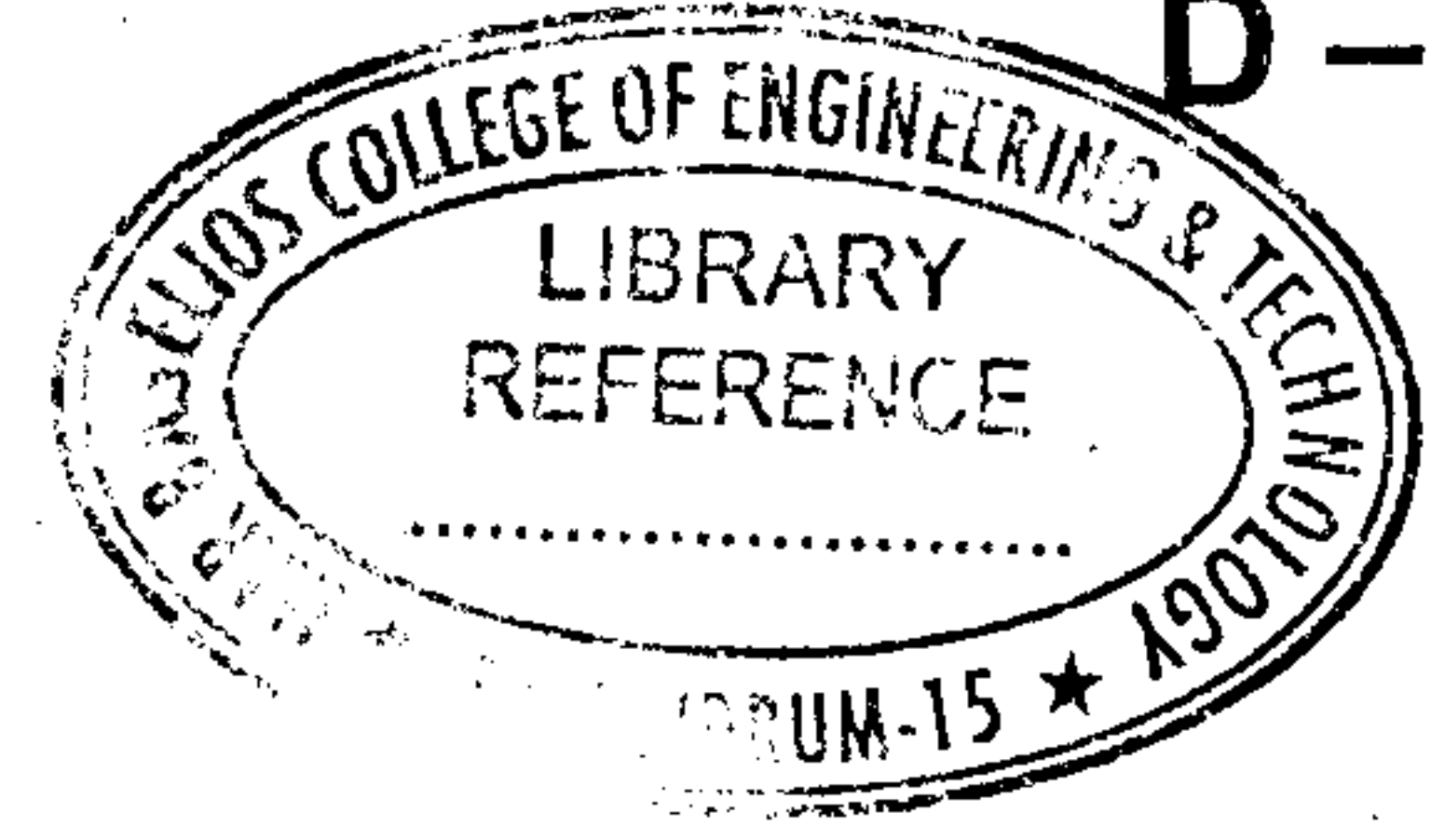


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Reg. No. :

Name :



Seventh Semester B.Tech. Degree Examination, November 2017
13.706.14 : MARKETING MANAGEMENT (MP)
(Elective – III)

Time : 3 Hours

Max. Marks : 100

PART – A

Answer **all** questions.

1. Explain a simple marketing system.
2. What is meant by psychological pricing ?
3. List various micro environmental variables in marketing.
4. List various sales promotion methods.
5. Explain the relevance of E-marketing with suitable examples.
6. Distinguish between primary data and secondary data.
7. List out the decision making process in buying.
8. Explain AIDA model in advertisement.
9. Explain briefly the new trends in advertisement.
10. Explain the role of public relation in marketing a product. **(10×2=20 Marks)**

PART – B

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

Module – 1

11. Explain in detail four 'P's of marketing mix variables with a suitable example.
12. What is Boston Consultancy Group (BCG) Model ? Explain with case examples.

P.T.O.



Module – 2

13. Explain in detail the steps involved in marketing research process.
14. Explain different factors affecting consumer behavior.

Module – 3

15. Explain Product Life Cycle with diagram. What are the different strategies to be adopted in each stage of PLC ?
16. Explain marketing communication process. Explain the role of product, price and distribution channels in communicating with target customers.

Module – 4

17. Compare and contrast advertising and sales promotion as marketing communication tools.
 18. What are the different element in an advertisement ? Design an advertisement for promoting a smart phone. **(4x20=80 Marks)**
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