

Reg No.: \_\_\_\_\_

Name: \_\_\_\_\_

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**  
**SIXTH SEMESTER B.TECH DEGREE EXAMINATION(R&S), May 2019**

**Course Code: ME 368**

**Course Name: MARKETING MANAGEMENT**

Max. Marks: 100

Duration: 3 Hours

**PART A**

*Answer any three full questions, Each question carries 10 marks.*

Marks

- |   |   |      |
|---|---|------|
| 1 | (a) Distinguish between selling and marketing.                    | (4)  |
|   | (b) Explain societal marketing concept with case examples.        | (3)  |
|   | (c) Explain features of new economy.                              | (3)  |
| 2 | Illustrate marketing mix elements with relevant examples          | (10) |
| 3 | Explain marketing planning process with BCG matrix.               | (10) |
| 4 | (a) Explain different sources of product ideas with case examples | (6)  |
|   | (b) Explain test marketing with real life example.                | (4)  |

**PART B**

*Answer any three full questions, each carries 10 marks.*

- |   |  |      |
|---|--|------|
| 5 | Explain in detail segmentation, targeting and positioning in marketing.                        | (10) |
| 6 | Illustrate marketing research process  | (10) |
| 7 | (a) Explain various factors affecting consumer behaviour                                       | (5)  |
|   | (b) Explain the relevance of Abraham Maslow's need hierarchy theory of motivation in marketing | (5)  |
| 8 | (a) Explain the importance of extending maturity stage of Product life cycle.                  | (5)  |
|   | (b) Explain different sources of new product ideas.  | (5)  |

**PART C**

*Answer any four full questions, each carries 10 marks.*

- |    |  |      |
|----|--|------|
| 9  | Explain different elements in promotion mix with case examples               | (10) |
| 10 | (a) Explain the role of advertising in promoting a product of your choice.   | (6)  |
|    | (b) Explain different types of appeals in an advertisement.                  | (4)  |
| 11 | (a) Distinguish between advertisement and sales promotion                    | (4)  |
|    | (b) Design an advertisement to promote value added products using jackfruit. | (6)  |
| 12 | (a) Explain various price - promotion strategies with examples               | (6)  |

- (b) List various advertising objectives. (4)
- 13 (a) Branding will lead to price increase. Comment on this statement (4)
- (b) Explain the advantages of a branded product to consumers with case examples. (6 )
- 14 a) Explain any 5 methods used for sales promotion. (5 )
- b) List various advantages and disadvantages of online marketing. (5 )

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Reg No.:\_\_\_\_\_

Name:\_\_\_\_\_

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**  
**SIXTH SEMESTER B.TECH DEGREE EXAMINATION(S), DECEMBER 2019**

**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) What is marketing?   | ( 2 ) |
|   | b) What are the earlier marketing ideas?  | ( 3 ) |
|   | c) How do you demonstrate the holistic marketing concept?                                   | ( 5 ) |
| 2 | a) What do you understand the marketing concept?  | ( 3 ) |
|   | b) How do you understand the importance of controllable factors directed by top management? | ( 7 ) |
| 3 | a) What are the elements of a good market planning?   | ( 5 ) |
|   | b) How do you describe the major steps in marketing planning process?                       | ( 5 ) |
| 4 | a) What are the applications of Boston consultancy group model?                             | ( 5 ) |
|   | b) Discuss the key elements of marketing mix.   | ( 5 ) |

**PART B**

*Answer any three full questions, each carries 10 marks.*

- |   |  |       |
|---|--|-------|
| 5 | a) How do you describe the different levels of segmentation?                                 | ( 5 ) |
|   | b) Enumerate the bases for segmentation.   | ( 5 ) |
| 6 | a) What are the objectives of marketing research?  | ( 5 ) |
|   | b) How do you develop a research plan?   | ( 5 ) |
| 7 | a) What do you mean the consumer behavior?   | ( 3 ) |
|   | b) How do you enumerate the marketing strategies for different stages of product life cycle? | ( 7 ) |
| 8 | a) How the cultural factors influence the consumer behavior?                                 | ( 5 ) |
|   | b) Define the perceived risks and classify them.   | ( 5 ) |

**PART C**

*Answer any four full questions, each carries 10 marks.*

- |    |  |       |
|----|--|-------|
| 9  | a) Define marketing communication.                                     | ( 3 ) |
|    | b) How do you understand the marketing communication mix and its role? | ( 7 ) |
| 10 | a) Define the different strategies of communication.                   | ( 3 ) |
|    | b) What are the steps in developing effective communication?           | ( 7 ) |
| 11 | a) What are the objectives of marketing communication?                 | ( 6 ) |

- b) How to identify the target audience ? (4 )
- 12 a) How do you design the message strategy? (3 )
- b) How to elaborate the non personal communication channels ? (7)
- 13 a) Define promotion mix evaluation. (3)
- b) What are the sales promotion tools and elaborate each of them. (7)
- 14 a) Define advertising. (3)
- b) How do you analyse the new trends in marketing? (7)

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**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**

Sixth semester B.Tech degree examinations (S), September 2020

**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) | Distinguish between selling and marketing.   | (2)  |
|   | b) | Explain different concepts in marketing.   | (8)  |
| 2 |    | Explain various macro and micro environmental variables in marketing.                                  | (10) |
| 3 | a) | Explain in detail marketing planning process. Illustrate the use of BCG matrix for portfolio planning. | (6)  |
|   | b) | Explain the use of marketing mix elements for the formulation of marketing strategy.                   | (4)  |
| 4 |    | Illustrate various steps involved in product development.  | (10) |

**PART B***Answer any three full questions, each carries 10 marks.*

- |   |     |   |     |
|---|-----|---|-----|
| 5 | a)  | Define market segmentation and discuss the significance of market segmentation in India.    | (4) |
|   | b)  | Explain any 3 segmentation methods.   | (6) |
| 6 | a)  | Distinguish between market research and marketing research.                                 | (2) |
|   | b)  | Illustrate marketing research process with a case example.                                  | (8) |
| 7 | (a) | Explain in detail various factors affecting consumer behaviour.                             | (6) |
|   | b)  | Define perceived risk. List various types of risks.   | (4) |
| 8 | (a) | Illustrate product life cycle   | (6) |
|   | (b) | Explain any four strategies adopted for extending maturity stage of PLC with case examples. | (4) |

**PART C***Answer any four full questions, each carries 10 marks.*

- |   |    |  |     |
|---|----|--|-----|
| 9 | a) | Define marketing communication.                          | (2) |
|   | b) | Explain various elements in marketing communication mix. | (8) |

- 10 Illustrate the different steps involved in developing effective communication? (10)
- 11 a) Is advertising a social waste? Present your opinion with relevant examples. (5)
- b) Explain various tools used for sales promotion. (5)
- 12 a) What are the contents in an advertisement? (5)
- b) Explain different types of appeals in advertisement with examples. (5)
- 13 a) What are the essentials of a good brand? (6)
- b) Explain the role of public relation in marketing. (4)
- 14 a) What are the merits and demerits of online marketing? (5)
- b) Explain any 5 new trends in marketing. (5)

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