

Central Tribal University of Andhra Pradesh
End Semester Examination-November-2024

Name of the Programme : UG (B.Sc. AI)
Name of the Subject : Marketing Management
Max. Time: 3 Hours Credits: 3

SEMESTER: III
Subject Code: TTM221
Max. Marks: 70

Part A: Answer all the questions Each Carries One Mark

10qx1M=10M

1. Define the term "Marketing".
2. What do you understand by customer value?
3. Name various factors that influence consumer behavior.
4. List any two bases for segmenting the market.
5. Define the term "consumer behavior".
6. Write about the primary stage of the product development process.
7. Explain the meaning of 'place' in marketing.
8. What do you understand by 'distribution' in marketing?
9. Define digital marketing.
10. Outline the meaning of 'Green Marketing'.

Part-B Answer any four short answer questions each questions carries 5 Mark

4qx5M=20M

11. Differentiate between marketing and selling.
12. Explain the societal marketing concept.
13. What is product positioning, and how is it important?
14. Explain any four types of market segmentation strategy.
15. Describe any two types of distribution channels.
16. What is relationship marketing? Explain with a suitable example.

Part-C Answer all the long answer questions either A or B each carrying 10 Mark

4qx10M=40M

17. (A) Define marketing. Discuss the importance and core functions of marketing in today's business environment.

OR

- B) Analyze the internal and external marketing environments of a firm and explain their impact on marketing strategies.

18. (A) Describe the stages in the consumer buying decision process. How do marketers use this process to their advantage?

OR

- (B) Evaluate various market segmentation strategies and discuss how companies select their target markets.

19. (A) Discuss different pricing strategies available to marketers. Explain how these strategies are chosen based on organizational objectives.

OR

- (B) What is integrated marketing communication (IMC)? Explain the steps involved in developing an effective IMC plan.

20. (A) Discuss the role of personal selling and public relations in building brand image and customer relationships.

OR

- (B) What is buzz marketing? Discuss its relevance in the digital age and provide examples of successful buzz marketing campaigns.