

Roll No.

Total Pages : 3

209510

Dec., 2018

B.Tech. (ME) 5th Semester

MARKETING MANAGEMENT

(GB-603B)

Time : 3 Hours]

[Max. Marks : 75

Instructions :

- (i) *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
- (ii) *Answer any four questions from Part-B in detail. Each Question carry equal marks.*

PART-A

(Short Type Questions)

1. (a) Define Direct Marketing. (1.5)
- (b) What is Retaining. (1.5)
- (c) What is Personal Selling. (1.5)
- (d) Define Marketing Management. (1.5)
- (e) List out the necessary skills for a Marketing Manager. (1.5)
- (f) Define External Marketing. (1.5)

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- (g) What are the characteristic of Service Marketing? (1.5)
- (h) Mention any *four* demerits of online buying. (1.5)
- (i) Define Positioning in marketing. (1.5)
- (j) Differentiate Consumer Marketing and Industrial Marketing. (1.5)

PART-B

2. (a) Explain Philosophies of marketing management with suitable examples. (5)
- (b) Describe nature and scope of marketing. (5)
3. (a) Explain marketing research and marketing information system with suitable diagram. (10)
- (b) Describe Ethical issues in marketing. (5)
4. (a) Discuss the factors influencing consumer buying behaviour and organizational buying behaviour. (10)
- (b) Explain market segmentation with suitable example. (5)
5. (b) Describe marketing strategies in the different of the product life cycle. (10)
- (b) Describe new product development process with diagram. (5)

6. (a) Discuss the factors affecting the selection of marketing channels with examples. (10)
- (b) Discuss the issues related to Product classification. (5)
7. (a) What is Sales Forecasting? Describe the sales forecasting methods with examples. (10)
- (b) What is Network Marketing? Discuss the concept of social marketing. (5)