



# ADITYA DEGREE COLLEGES

ANDHRA PRADESH

IV SEMESTER - MID – I EXAMINATIONS

II – B Com

MARKETING MANAGEMENT

Max. Marks : 60

Time : 2 Hr

Date:

## SECTION – A

I. Answer any FIVE of the following:

5 x 4 = 20 M

1. What are the features of Marketing?
2. Marketing vs. Selling.
3. Product mix.
4. Market segmentation vs. product differentiation.
5. Benefits of market segmentation.
6. What are the steps in product positioning?
7. Social Orientation philosophy.
8. What is product positioning?

## SECTION – B

II. ANSWER ALL THE QUESTIONS:

4 x 10 = 40 M

9. a) Explain role and importance of marketing ?  
(or)  
b) What are the approaches to study of marketing?
10. a) Explain about the concepts of marketing?  
(or)  
b) Briefly explain about elements of marketing mix.
11. a) What forces determine external marketing environment?  
(or)  
b) What is market segmentation? What are the bases of segmentation?
12. a) What are the determinants of successful product positioning ?  
(or)  
b) What is market targeting? What are the alternative strategies? Examine.

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