

TED (15) – 3252

(REVISION — 2015)

Reg. No.....

Signature

**DIPLOMA EXAMINATION IN ENGINEERING/TECHNOLOGY/
MANAGEMENT/COMMERCIAL PRACTICE — APRIL, 2019**

MARKETING MANAGEMENT

[Time : 3 hours

(Maximum marks : 100)

PART — A

(Maximum marks : 10)

Marks

I Answer *all* questions in one or two sentences. Each question carries 2 marks.

1. Define Market.
2. Recall complex buying behaviour.
3. Quote the meaning of trade mark.
4. Recite the meaning of publicity.
5. Describe family packaging.

(5×2 = 10)

PART — B

(Maximum marks : 30)

II Answer any *five* of the following questions. Each question carries 6 marks.

1. Explain the scope of marketing management.
2. Illustrate various buying roles with examples.
3. Discuss concept of market testing and its advantages.
4. Describe the objectives of sales promotion.
5. Explain demographic segmentation with two examples.
6. Indicate the external factors effecting pricing.
7. Explain the concept of Direct marketing.

(5×6 = 30)

PART — C

(Maximum marks : 60)

(Answer *one* full question from each unit. Each full question carries 15 marks.)

UNIT — I

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| III | (a) Elaborate on functions of marketing management. | 10 |
| | (b) Articulate the various types of market. | 5 |

OR

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| IV | Examine effect of environment on Marketing activities. | 15 |
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UNIT — II

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| V | Examine factors effecting consumer behavior. | 15 |
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OR

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| VI | (a) Explain buying decision process. | 10 |
| | (b) Illustrate geographical segmentation with examples. | 5 |

UNIT — III

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| VII | (a) Explain product life cycle. | 10 |
| | (b) Describe labelling & it's functions. | 5 |

OR

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| VIII | (a) Write on classification of products. | 8 |
| | (b) Discuss various objectives of pricing. | 7 |

UNIT — IV

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| IX | Explain advertising and discuss on various media for advertising. | 15 |
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OR

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| X | (a) List out various functions of Distribution Channel. | 8 |
| | (b) Explain the steps involved in effective selling process. | 7 |