

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

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

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**  
SIXTH SEMESTER B.TECH DEGREE EXAMINATION, APRIL 2018

**Course Code: ME368**

**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) Define marketing.	(3)
	b) Explain societal marketing concept in marketing with relevant examples.	(4)
	c) Distinguish between selling concept and marketing concept.	(3)
2	a) Why macro environmental variables are called as uncontrollable variables?	(2)
	b) Explain various macro and micro environmental factors in marketing.	(8)
3	a) Explain in detail marketing planning process.	(5)
	b) Explain Marketing mix elements with a case example.	(5)
4	a) Why product development is considered as lifeblood of any business unit?	(2)
	b) Explain different steps in product development process.	(8)

**PART B**

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

5	a) Define market segmentation. What are the characteristics of a market segment?	(5)
	b) Illustrate demographic segmentation with suitable examples.	(5)
6	Define marketing research and explain any four scope of market research.	(10)
7	a) How the study of consumer behaviour can be utilized in marketing?	(4)
	b) How psychological, personal and social factors influence consumer behaviour with suitable case examples.	(6)
8	a) Describe the four distinct stages of product life cycle and illustrate appropriate marketing strategies during each stage.	(8)
	b) Distinguish between product motive and consumer patronage motive.	(2)

**PART C**

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

9	a) List out the importance of marketing communication.	(4)
	b) What are the elements in marketing communication mix?	(6)

- 10 Illustrate the different steps involved in developing effective communication? (10)
- 11 a) Illustrate AIDA model. (4)
- b) Explain various tools used for sales promotion. (6)
- 12 a) Design an advertisement to promote a smart phone for Indian customers. (5)
- b) Explain different types of appeals in advertisement with examples. (5)
- 13 a) What are the advantages branding to consumers and firms? (6)
- b) What are the essentials of a good brand? (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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**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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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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