Roll No……..….. **Total No. of Printed Pages: 1**

Total No. of Questions: [11]

M. Tech EE (Semester – 2nd)

MARKETING MANAGEMENT

Subject Code: MBAD0F94

Paper ID: [500009]

Time: 03 Hours **Maximum Marks: 60**

Instruction for candidates:

1. Section A is compulsory. It carries 16 marks. It consists of 4 questions of 4 marks each.
2. Section B consist of 4 questions of 8 marks each. The student has to attempt any 3 questions out of it.
3. Section C consist of 3 questions of 10 marks each. The student has to attempt any 2 questions.

Section – A **(4 marks each)**

Q1. Explain Marketing Mix with suitable examples.

Q2. Differentiate between full and marginal cost pricing.

Q3. What is Customer relationship management? Discuss the importance of CRM.

Q4. Write short note on Green Marketing.

Section – B **(8 marks each)**

Q5. What is Marketing Management? Discuss the functions and importance of marketing.

Q6. What is Product Life Cycle (PLC)? How do Marketing strategies change as product moves through various stages of Life cycle?

Q7. If you are an owner of the company manufacturing sports product and facing the problem of poor sale, then what promotional measures you will take to improve the sales and why?

Q8. Discuss the various new types of marketing trends emerging in Indian business scenario.

Section – C **(10 marks each)**

Q9. What is meant by consumer behaviour? State the various factors influencing Indian consumer buying behaviour.

Q10. What is difference between Marketing segmentation and product differentiation? Describe the bases that you will use in segmenting the market for the following products:

(a) Microwave oven

(b) Latest IPhone

Q11. What is different between retailing and wholesaling? Discuss the functions and importance of retailing?