

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?