

Roll No.....

Total No. of Printed Pages: 1

Total No. of Questions: [09]

B. Tech (EE) (Semester –7th/8th)
MARKETING MANAGEMENT
Subject Code: BBAD0-F9A
Paper ID: [OE3111515]

Time: 03 Hours

Maximum Marks: 60

Instruction for candidates:

1. Section A is compulsory. It consists of 10 parts of two marks each.
2. Section B consist of 5 questions of 5 marks each. The student has to attempt any 4 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

(2 marks each)

Q1. Attempt the following:

- a. Explain Societal marketing.
- b. Explain Mass Marketing.
- c. Explain packaging and labelling.
- d. Explain Digital marketing.
- e. What is branding?
- f. What is Marketing mix?
- g. Define physical distribution.
- h. How are marketing channels classified?
- i. Differentiate between needs and wants.
- j. Differentiate between sales and marketing concept.

Section – B

(5 marks each)

- Q2. Discuss the components of marketing environment.
- Q3. Explain the various stages of product life cycle.
- Q4. Detail out the 7Ps of service marketing.
- Q5. Briefly explain the steps in new product development.
- Q6. What factors govern the choice of a channel of distribution.

Section – C

(10 marks each)

- Q7. Discuss different pricing policies and strategies.
- Q8. What do you mean by market segmentation? What are the various bases of market segmentation?
- Q9. Discuss the merits and demerits of various components of product promotion.