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

Total No. of Questions: [09]

B. Tech (Aeronautical Engg.) (Semester- 7th)
MARKETING MANAGEMENT
Subject Code: BBAD0-F9A
Paper ID: OE3110215

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) Define the marketing concept.
b) What is marketing mix?
c) What do you mean by 4 P's?
d) Four pillars of modern marketing concept.
e) What is mass marketing?
f) What is a new product?
g) Define brand? What are the essentials of a good brand name?
h) Characteristics of a good label?
i) What is optimum promotion mix?
j) Explain the functions of distribution channels?

Section – B **(5 marks each)**

Q2. What is marketing environment? What are the components of marketing environment? Explain in brief.

Q3. Discuss the forces which affect the marketing mix?

Q4. Discuss the nature and scope of marketing?

Q5. Is it necessary to formulate pricing policy? What are the different types of pricing policies?

Q6. Explain the factors determining the choice of a suitable channel of distribution?

Section – C **(10 marks each)**

Q7. Explain Market Segmentation and why we do it? Explain the basis of Market Segmentation.

Q8. What do you mean by product life-cycle? What are the stages in the product life cycle of a product?

Q9. Define physical distribution. Explain the component functions of physical distribution?