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

Total No. of Questions: [09]

B. Tech (ME) (Semester –7th/8th)

MARKETING MANAGEMENT

Subject Code: BBAD0-F9A

Paper ID: [OE3112315]

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.