

Roll No. ....

Total Pages : 2

**109806**

**MAY, 2019**  
**B. TECH. 8TH SEMESTER**  
**MECHANICAL ENGINEERING**  
**MARKETING MANAGEMENT (B-106)**

Time : 3 Hours]

[Max. Marks : 60

*Note :*

1. *It is compulsory to answer the questions of Part-1.*
2. *Answer any four questions from Part-2 in detail.*
3. *Different parts of the same question are to be attempted adjacent to each other.*

**PART-1**

- 1 (a) What are the objectives of marketing management? (2)
- (b) What is the difference between consumer and customer? (2)
- (c) What do you understand by market segmentation? (2)
- (d) What is USP (Unique Selling Proposition)? (2)
- (e) State the activities involved in market planning. (2)
- (f) Write four ethical issues in marketing. (2)
- (g) State the reasons for evaluation of marketing performance. (2)

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- Handwritten:*
- (h) What is product management? (2)
  - (i) State the objective of carrying out the sales analysis. (2)
  - (j) What do you understand by marketing audit? (2)

## PART-2

- 2. What do you mean by marketing management? Discuss the interface of marketing management with other functions in the organization. (10)
  - 3. What is marketing mix? Discuss various elements of marketing mix. (10)
  - 4. What do you understand by Product Life Cycle (PLC)? Discuss different stages of PLC with suitable examples. (10)
  - 5. Discuss the various forms of marketing organization structures in detail. (10)
  - 6. Discuss various methods of sales forecasting. (10)
  - 7. Write short notes on the following :
    - (i) Consumer-buyer behaviour model.
    - (ii) Environment of marketing. (10)
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