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Sr. No 013705

December 2023
B.Tech (ME)- VII SEMESTER
Marketing Management (PEC-ME-741-21)

Time: 3 Hours

Max. Marks:75

- Instructions:
1. It is compulsory to answer all the questions (1.5 marks each) of Part -A in short.
 2. Answer any four questions from Part -B in detail.
 3. Different sub-parts of a question are to be attempted adjacent to each other.

PART -A

- Q1 (a) What do you mean by marketing management? (1.5)
(b) What is the difference between sales and marketing? (1.5)
(c) How can we calculate sales forecast? (1.5)
(d) Write the name of different types of consumers. (1.5)
(e) What are the factors that should always be considered while making pricing decision? (1.5)
(f) State the objectives of carrying out sales analysis (1.5)
(g) Write the names of tool to measure marketing performance. (1.5)
(h) What is product management? (1.5)
(i) What are the goals of advertising? (1.5)
(j) Write advantages and disadvantages of online marketing. (1.5)

PART -B

- Q2 What are the three main marketing environments? Explain all of three in detail. (15)
- Q3 (a) Explain the various parts of a marketing planning? (7)
(b) What is marketing mix? Discuss various elements of marketing mix. (8)
- Q4 (a) What is the process consumers go through when buying goods and services? (7)
(b) Explain the factors influencing buyer motivations in detail. (8)
- Q5 What do you understand by Product life cycle? Discuss different stages of Product Life Cycle with suitable examples. (15)
- Q6 (a) Outline the nature and purpose of the marketing audit and discuss the steps in carrying out marketing audit. (7)
(b) Explain the linkages between marketing strategy and implementation. (8)
- Q7 (a) Discuss key trends in digital marketing. Also explain the key considerations marketers should be aware in the development of digital marketing activities. (15)

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