Registration No :

Total Number of Pages : 01

B.Tech.
HSSM3403

8ᵗʰ Semester Regular / Back Examination 2017-18
MARKETING MANAGEMENT
BRANCHES : BIOTECH, CHEM, CIVIL, EEE, ELECTRICAL,
ENV, MANUFAC, MANUTECH, MECH, METTA, MINERAL, MME, PLASTIC
Time : 3 Hours
Max Marks : 70
Q.CODE : C241
Answer Question No.1 which is compulsory and any five from the rest.
The figures in the right hand margin indicate marks.
Answer all parts of a question at a place.

Q1. **Answer the following questions :**   **(2 x 10)**
   a) What is Data mining?
   b) Why Positioning is important in marketing a product?
   c) What do you mean by Green marketing?
   d) What is the societal concept of Marketing?
   e) What are the Qualitative tools used for demand forecasting?
   f) What is broad and task Environment?
   g) What are thebases for segmenting a domestic market?
   h) Write the importance of labeling.
   i) What is BCG?
   j) Why Packaging is important in marketing?

Q2. Planning gives the confidence to start a business. Justify this with describing the Strategic planning process?   **(10)**

Q3. **a)** Data collection Tools and Techniques   **(5)**
   b) Price Mix   **(5)**

Q4. Why a Marketer's stand is much more important than a seller? Design a model marketing plan for launching a mosquito repellant.   **(10)**

Q5. **a)** With diagram, describe the Porter's five force Model.   **(5)**
   b) STP   **(5)**

Q6. **a)** Tools for Demand Forecasting   **(5)**
   b) Planned Obsolescence   **(5)**

Q7. Why competition analysis is made? Describe the factors Influencing Competition.   **(3+7)**

Q8. **Write short answer on any TWO :**   **(5 x 2)**
   a) PLC
   b) Supply Chain Management
   c) New product development Process
   d) Significance of Advertising