

Registration No :

--	--	--	--	--	--	--	--	--	--

Total Number of Pages : 01

B.Tech
PCI5H002

5th Semester Regular/Back Examination 2019-20
MARKETING MANAGEMENT

BRANCH : CIVIL

Max Marks : 100

Time : 3 Hours

Q.CODE : HRB286

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part-I

- Q1 Only Short Answer Type Questions (Answer All-10) (2 x 10)**
- a) What do you mean by Skimming Pricing?
 - b) What are the benefits of direct marketing?
 - c) What is meant by mark-up pricing?
 - d) Compare Data Mining with Data Warehousing.
 - e) Write the societal concept of Marketing.
 - f) Why Primary data are important in a Marketing Research Process?
 - g) Why competition Analysis is made?
 - h) What is Break even analysis?
 - i) Write the importance CRM.
 - j) What is PAT and TAT in a research process?

Part-II

- Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)**
- a) Projective Techniques used in Research
 - b) Marketing Planning process
 - c) Product Mix
 - d) Short-term demand forecasting tools in Marketing
 - e) Factors influencing consumers' behaviour
 - f) Criteria to select the products and market
 - g) Benefits of Positioning
 - h) Michael Porters model of competition
 - i) Targeting strategies in for better Marketing
 - j) A brief note on Supply chain management
 - k) Planned obsolescence
 - l) Needs and Objectives of Marketing

Part-III

- Only Long Answer Type Questions (Answer Any Two out of Four)**
- Q3** What is STP? Describe the bases for segmenting a domestic market. **(16)**
- Q4** Write the value creation and value delivery process of Marketing with a neat sketch. **(16)**
- Q5** What are the important environmental elements affect Marketing? Mention different types of Environments scanned before the implementation of marketing plans. **(16)**
- Q6** How important is Green marketing in the current days? Elaborate the benefits of green marketing with suitable examples. **(16)**