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**B.E./B.Tech. (Full Time) DEGREE END SEMESTER (Arrear) EXAMINATIONS,
NOV/DEC 2012**

BRANCH: PRINTING TECHNOLOGY

EIGHTH SEMESTER

MG 9071 – MARKETING MANAGEMENT

(REGULATIONS 2008)

Time: 3 hrs

Max. Marks: 100

PART - A (10 x 2 = 20 marks)

Answer **ALL** questions:

1. What is Demarketing?
2. What is Societal Marketing?
3. What is Market Segmentation?
4. Differentiate Buyer from Consumer.
5. Distinguish between Market Research and Marketing Research.
6. What do you understand by Skimming Pricing?
7. What is Market Planning?
8. Explain Marketing Strategy.
9. What do you understand by AIDA concept?
10. What are Private Labels?

PART - B (5 x 16 = 80 marks)

Answer **ALL** questions:

11. Explain in detail the various tasks involved in Marketing Planning.
12. (a) Elucidate the factors to be covered in Marketing environment analysis.
(OR)
(b) (i) Explain any eight differences between Selling and Marketing.
(ii) Explain the various concepts of Marketing.
13. (a) Explain the factors which influence Buyer Behaviour.
(OR)
(b) Explain the need for Market segmentation along with the major bases for segmentation.

14. (a) Elucidate the various internal and external factors which influence Pricing.

(OR)

(b) Explain the importance of Marketing Research along with the steps involved in Marketing Research.

15. (a) How Sales Promotion differ from Advertising? Elucidate the commonly used tools and techniques of Sales Promotion.

(OR)

(b) Elucidate the contemporary retailing scenario in India.
