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**ANNA UNIVERSITY (UNIVERSITY DEPARTMENTS)**

**B.E. /B.Tech / B. Arch (Full Time) - END SEMESTER EXAMINATIONS, NOV/DEC 2024**

**Materials Science and Engineering**

**ME7080 Marketing Management**

**(Regulation 2015)**

**Time: 3hrs**

**Max. Marks: 100**

**PART - A (10x2=20 Marks)**  
**(Answer all Questions)**

Q.No	Questions	Marks
1	What is the need of marketing?	2
2	State the various marketing Philosophies.	2
3	What are key elements in the Demographic factor in the marketing?	2
4	Write down the key components of the Industrial marketing.	2
5	What is the core identity of the brand?	2
6	How will pricing affect the brand positioning?	2
7	What are the key marketing channels?	2
8	What is meant by portfolio analysis?	2
9	How are your competitors reacting to your advertising campaign?	2
10	What are the primary objectives of your e-marketing strategy?	2

**PART - B (5x 13=65 Marks)**  
**(Restrict to a maximum of 2 subdivisions)**

Q.No	Questions	Marks
11 (a) (i)	Describe the series steps involved in the Marketing process?	7
(ii)	How marketing dynamics are used to develop and execute the marketing strategies?	6
(OR)		
11 (b) (i)	Differentiate between the industrial goods and consumer goods	7
(ii)	Differentiate between selling and marketing.	6
12 (a)	Explain the four types of buying behavior that consumer's exhibit, depending on the complexity of the purchase decision and the level of involvement.	13
(OR)		
12 (b)	What is market segmentation? Explain the four types of market segmentation and its Characteristics?	13
13 (a)	What is meant by Product life cycle? Describe the various stages of Product life cycle and its Characteristics?	13
(OR)		
13 (b)	What are the steps involved in the pricing? And Discuss the various Pricing strategies?	13
14 (a)	Discuss the various levels of strategic planning which helps in organization.	13
(OR)		
14 (b)	What is meant by marketing process implementation? Write the role of internal marketing in implementation and discuss the strategy implementation issues.	13
15 (a)	What are the important promotional tools in marketing? And Discuss the various types of advertising.	13

(OR)

15 (b) (i)	What is the function of wholesalers? And write its characteristics.	7
(ii)	State the various modern trends in retailing	6

**PART- C(1x 15=15Marks)**  
(Q.No. 16 is Compulsory)

Q.No	Questions	Marks
16 (i)	Analysis how advertising strategies contributes to the growth of an automobile company with an example.	8
(ii)	Analysis how market segmentation influences the advertising strategies to provide effective reach in different market segments with an example	7

