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## Seventh Semester B.E. Degree Examination, Feb./Mar. 2022

### Marketing Management

Time: 3 hrs.

Max. Marks: 100

**Note:** Answer any FIVE full questions, choosing ONE full question from each module.

#### Module-1

- 1 a. Define Marketing. Explain the Core Marketing Concept, with a block diagram. (10 Marks)  
b. Explain the Marketing Management Philosophies. (10 Marks)

OR

- 2 a. What are the characteristics affecting Consumer Behaviour? Explain the following :  
i) Social factor ii) Personal factor. (10 Marks)  
b. Explain the types of Buying Decisions. (05 Marks)  
c. List the steps involved in the Consumer Buying Decision process. (05 Marks)

#### Module-2

- 3 a. What are the Components of Marketing Information System? Explain with a block diagram. (10 Marks)  
b. What is Marketing Research? Explain the Marketing Research Procedure briefly. (10 Marks)

OR

- 4 a. What are the major factors influencing Industrial buying behavior? Explain briefly. (10 Marks)  
b. Write the classification of Industrial Products and explain them with marketing considerations. (10 Marks)

#### Module-3

- 5 a. What is the concept of a Product? Explain the major stages in the New product development. (10 Marks)  
b. Explain the stages of Product Life Cycle with a sketch. (10 Marks)

OR

- 6 a. What is Branding? List any five reasons and functions of Branding. (10 Marks)  
b. What is Labelling? Write the contents of the label. (05 Marks)  
c. Write the functions of Packaging. (05 Marks)

#### Module-4

- 7 a. Explain the factors affecting Pricing decisions. (10 Marks)  
b. What are the objectives of Pricing? Explain. (10 Marks)

OR

- 8 a. What are Marketing channels of distribution? Explain with a block diagram. (10 Marks)  
b. Explain the Total System Concept of physical distribution. (10 Marks)

#### Module-5

- 9 a. What are the objectives of Personal selling? Explain. (10 Marks)  
b. Explain the major steps in Effective selling. (10 Marks)

OR

- 10 a. Write the objectives of Sales force. (10 Marks)  
b. Write the Qualities of Good Salesman. (10 Marks)