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B.Tech. Ind. Engg. & Mgt. (Spl. in TQM) (Sem.-3)

MARKETING MANAGEMENT

Subject Code : IEM-302

M.Code : 61012

Time : 3 Hrs.

Max. Marks : 40

INSTRUCTIONS TO CANDIDATES :

1. Attempt All EIGHT questions from SECTION-A carrying TWO marks each.
2. Attempt any SIX out of EIGHT questions from SECTION-B carrying FOUR marks each.

SECTION-A

1. Briefly discuss :

- a) Define a customer in marketing management.
- b) Explain the general needs and demands of the customers.
- c) What do you mean by building a strong company brand name?
- d) Discuss the significance of customer loyalty on company profile.
- e) Differentiate between qualitative and quantitative market research.
- f) Discuss how price and discounts are set for a product.
- g) What is the concept of selecting channel design in delivering values?
- h) What is telemarketing?

SECTION-B

2. Discuss in brief, what is marketing management concept and how marketing and selling are related to each other?
3. Discuss various steps regarding customers buying process and explain how it affects the company brand name?
4. Discuss various methods of understanding voice of the customers and how it is translated into measurable yardstick for improvement?
5. Discuss the different categories for understanding various customer needs in marketing.
6. Discuss various factors influencing business in macro environment.
7. Write a short note on product life cycle strategies.
8. What is the concept of wholesaling and discuss types of wholesaling?
9. Discuss various factors influencing the designing and managing of sales representatives in market.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.