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B.Tech. Ind. Engg. & Mgt. (Spl. in TQM) PT (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

Q1. Briefly discuss :

- a) Competitive advantage
- b) Cultural needs
- c) Demerits of mass marketing
- d) Customer retention
- e) New product pricing
- f) Quantitative research
- g) Types of retailers
- h) Public relations

SECTION-B

Q2. What would be role of Unique Selling Proposition in creating competitive advantage?

Q3. Elaborate the process of categorisation of customer needs.

- Q4. Discuss various basis for segmentation in durable goods.
- Q5. Discuss the parameters of customer value. How it can be created via customer satisfaction and delight?
- Q6. Discuss the techniques of market research.
- Q7. Discuss pricing strategies at different stages of PLC.
- Q8. Discuss the issue of training of marketing channel members.
- Q9. Write a note on managing salesforce.

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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.