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Total No. of Pages : 01

Total No. of Questions : 09

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

MARKETING MANAGEMENT

Subject Code : IEM-302

Paper ID : [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) Marketing mix.
- b) Contrast need, want and demand.
- c) List steps of creating brand equity.
- d) Life time value of Customer.
- e) Discriminatory pricing.
- f) Qualitative research.
- g) Define house brands.
- h) Direct marketing.

SECTION-B

- Q2. Compare and contrast marketing and selling.
- Q3. Elaborate the process of understanding needs and converting them into product specification.
- Q4. Discuss merits of segmentation and targeting.
- Q5. Discuss the parameters of customer loyalty. How it can be built?
- Q6. Discuss the role of market research in product design.
- Q7. Discuss marketing strategies at different stages of PLC.
- Q8. Discuss the issue of marketing channel design.
- Q9. Write a note on marketing communications.