



Regulation R-18

Subject code: B142PC2

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

(Autonomous, Accredited by NAAC with 'A' Grade)

MBA II Semester Regular / Supplementary Examinations, October 2020

MARKETING MANAGEMENT

Maximum Marks: 70

Date: 18.11.2020 Duration: 2 hours

Part-A

All the following questions carry equal marks

(5x2M=10 Marks)

- 1 Define Marketing and discuss the scope of marketing.
- 2 Define product line and product mix.
- 3 Define Targeting.
- 4 Write the channel structure for 2 step distribution channel for consumer goods.
- 5 Define digital marketing.

Answer any FIVE questions.

(5x12M = 60 Marks)

- 6 Discuss the concept of marketing. How is marketing orientation relevant to business?
- 7 Discuss about ethics in marketing research in detail.
- 8 Explain the concept of product and also write about product life cycle taking an example.
- 9 Define consumer behavior and explain the influence of cultural factors on consumer behavior.
- 10 Define positioning and identify the types of positioning strategies. .
- 11 Define Segmentation and identify the bases for segmentation of business market.
- 12 Define distribution strategy. Explain in detail different types of distribution strategies. .
- 13 Write about communication process and discuss the factors affecting promotion mix.
- 14 Define price setting. Explain the objectives, factors and methods for setting price.
- 15 Discuss in detail about Green marketing.