

B.Tech. (Chemical Engineering) Sixth Semester (C.B.S.)
Elective-I : Marketing Management

P. Pages : 1

Time : Three Hours



NRT/KS/19/3795

Max. Marks : 80

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- Notes :
1. All questions carry equal marks.
 2. Answer **any five** questions.
 3. Due credit will be given to neatness and adequate dimensions.
 4. Diagrams should be given whenever necessary.
 5. Illustrate your answers whenever necessary with the help of neat sketches.

1. What is marketing mix? Describe the forces affecting the marketing-mix. **16**
2. "Marketing information system has been called the life blood of marketing" elaborate this statement. **16**
3. Explain the concept of consumer behaviour, Also discuss the importance of studying consumer behaviour in marketing. **16**
4. What do you understand by 'product life cycle'? What are the gradual stages in the product life cycle of a particular product. **16**
5. Define product planning. Discuss its importance in marketing management with suitable example. **16**
6. How would you as a sales manager, plan an aggressive sales promotion campaign for your product? Explain with examples. **16**
7. What do you understand by channels of Distribution? Explain the factors determining the choice of a suitable channel of distribution. **16**
8. What criteria are used for segmenting a market? Explain with example. **16**
