

IV B. TECH I SEMESTER REGULAR EXAMINATIONS, NOVEMBER - 2023
MARKETING MANAGEMENT
(ELECTRONICS AND COMMUNICATIONS ENGINEERING)

Time: 3 hours

Max. Marks: 70

Note : Answer ONE question from each unit (5 × 14 = 70 Marks)

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UNIT-I

1. a) Discuss the significance of marketing in a developing country like India. [7M]  
 b) Explain the steps in the consumer decision making process. [7M]  
 (OR)
2. a) What are the targeting strategies for the following consumer durable [7M]  
 products. (i) TV (ii) AC  
 b) Describe the procedure to be followed in the process of organizational [7M]  
 buying behaviour.

UNIT-II

3. a) Discuss the importance of product decisions in marketing. [7M]  
 b) Elucidate the steps in the process of development of new products. [7M]  
 (OR)
4. a) Explain the different types of branding decisions. [7M]  
 b) Identify the stage of the life cycle of the following products and [7M]  
 recommend suitable marketing strategies.  
 (i) Bike (ii) Tab (iii) E cars

UNIT-III

5. a) Discuss the cost-based pricing strategies. [7M]  
 b) What is the price strategy do you recommend for the following products. [7M]  
 (i) Machine for automated fraud detection (ii) AI powered health care system  
 (OR)
6. a) Describe the legal formalities to be followed in pricing a new product. [7M]  
 b) "Discriminated pricing policy cannot be followed indiscriminately" justify [7M]  
 this statement.

UNIT-IV

7. a) The role of intermediaries is indispensable in the channel of [7M]  
 distribution. Comment.  
 b) Discuss different types of channels for industrial products. [7M]  
 (OR)
8. a) Explain the different types of channel flows. [7M]  
 b) Small individual retailers are affected by corporate retailers-Do you [7M]  
 agree. Give reasons.

UNIT-V

9. a) Explain the characteristics of Promotion in marketing decisions. [7M]  
 b) Discuss the factors which influence promotion mix. [7M]  
 (OR)
10. a) Which of the promotion media would you suggest for the following [7M]  
 products.  
 (i) Face detection products  
 (ii) Credit card fraud detection  
 b) Explain the role of publicity in promotion mix. [7M]

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