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**DMI-ST. EUGENE UNIVERSITY
DEGREE EXAMINATION – DECEMBER – 2022**

SEM: VI 552 MG 63 MARKETTING MANAGEMENT

Time: 3 Hours

Max. Marks: 100

Answer any Five questions (5 x 20 = 100 Marks)

1. a) According to Philip Kotler explain the nature of Marketing. (5 Marks)
b) Explain the concept of four Ps in marketing. (5 Marks)
c) Discuss the importance of marketing profitably to both producer and consumer. (5 Marks)
d) Discuss the “Marketing Concept and application. (5 Marks)

2. a) Describe the concept of “Buying motive influencing customer to buy. (5 Marks)
b) What is critical importance of market Segmentation in modern business. (5 Marks)
c) Slight consumer behavior and explain its importance in marketing functions. (5 Marks)
d) Explain marketing research and its importance. (5 Marks)

3. a) Write short notes on Sales forecasting. (4 Marks)
b) Briefly discuss the Forecasting techniques and methods. (8 Marks)
c) You have been appointed as INDO Bank sales manager. Explain the Factors that may affect the sales forecasting process for bank products. (8 Marks)

4. a) Define Price. (2Marks)
b) Mr. Rabson Kunda is the new Brand Ambassador for Big Tree Beverages. Discuss the Internal factors that will affect his pricing decisions. (12Marks)
c) Discuss the external factors that Affect pricing decisions in companies. (6 Marks)

5. a) Define Promotion. (4 Marks)
b) You are the new marketing manager for Varun Beverages. Explain the importance of promoting their new cream Bell products. (8 Marks)

- c) Write notes on purpose of advertising to telecommunication companies. (8 Marks)
6. a) For a company to achieve goals should do Marketing management process. Explain the said marketing management process. (5 Marks)
- b) Disseminate the scope of marketing in modern marketing of 21st century. (5 Marks)
- c) Distinction between marketing and selling. (5 Marks)
- d) Examine the concept of marketing mix in any known company of your choice. (5 Marks)
7. a) Explain one major pattern of market segment and illustrate on homogeneous preference. (5 Marks)
- b) In demographic segmentation, the market is divided into groups on the basis of age and the other variables. Discuss the whole groups. (5 Marks)
- c) Explain targeting in marketing and how it benefits the firm. (5 Marks)
- d) Discuss positioning for better performance in marketing strategy. (5 Marks)