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| **Scheme of Valuation/Answer Key**  (Scheme of evaluation (marks in brackets and key) | | | | | |
| SIXTH SEMESTER B.TECH DEGREE EXAMINATION, March 2019 | | | | | |
| **Course Code: ME368** | | | | | |
| **Course Name: MARKETING MANAGEMENT** | | | | | |
| Max. Marks: 100 | | |  | Duration: 3 Hours | |
|  | | | | | |
| **PART A (MODULE I & II) (Answer any 3 full questions)** | | | | | |
|  |  |  | | | Marks |
| 1 | (a) | Any 4 points | | | (4) |
|  | (b) | Any 3 points | | | (3 ) |
|  | (c) | Any 3 features | | | (3) |
| 2 |  | Explanation of 4Ps(product, price, place and promotion ) with examples | | | (10) |
| 3 |  | Marketing planning process with BCG matrix (growth share matrix) -  Explanation of Question marks, stars, cash cows and dogs with characteristics and example | | | (10) |
| 4 | (a) | Any 6 sources of ideas with brief explanation | | | (6) |
|  | (b) | Any 4 relevant points | | | (4) |
| **PART B (MODULE III & IV) (Answer any 3 full questions)** | | | | | |
| 5 |  | Detailed explanation of segmentation , targeting and positioning | | | (10) |
| 6 |  | Explanation of different steps | | | (10) |
| 7 | (a) | Any 5 factors with brief explanation | | | (5) |
|  | (b) | Illustration of Maslow’s theory and application | | | (5) |
| 8 | (a) | Product Life Cycle extension methods and relevance | | | (5) |
|  | (b) | Any 5 sources | | | (5) |
| **PART C (MODULE V& VI )(Answer any 4 full questions)** | | | | | |
| 9 |  | Different elements brief explanation | | | (10) |
| 10 | (a) | Detailed explanation with examples | | | (6) |
|  | (b) | Any 4 types of appeals | | | (4) |
| 11 | (a) | Explanation of any 4 points | | | (4) |
|  | (b) | Design of advertisement | | | (6) |
| 12 | (a) | Explanation of 4 strategies (rapid penetration, slow penetration, rapid skimming and slow skimming)- 4 marks, examples -2 marks | | | (6) |
|  | (b) | Explanation of any 4 objectives | | | (4) |
| 13 | (a) | Any 4 points | | | (4 ) |
|  | (b) | Any 6 advantages | | | (6) |
| 14 | (a) | Any 5 relevant points | | | (5) |
|  | (b) | Any 5 points | | | (5) |