

Reg. No.

Question Paper Code

12063

21 JUL 2023

B.E. / B.Tech. - DEGREE EXAMINATIONS, APRIL / MAY 2023

Fourth Semester

Computer Science and Business Systems

20CBMG402 - MARKETING MANAGEMENT

(Regulations 2020)

Duration: 3 Hours

Max. Marks: 100

**PART - A (10 × 2 = 20 Marks)**

Answer ALL Questions

- |  | <i>Marks,<br/>K-Level, CO</i> |
|--|-------------------------------|
| 1. Identify the Marketing Mix elements.                              | 2,K2,CO1                      |
| 2. List the importance of service marketing.                         | 2,K1,CO1                      |
| 3. Define sales promotion.   | 2,K1,CO2                      |
| 4. Indicate the purpose of market segmentation.                      | 2,K1,CO2                      |
| 5. Identify customer acquisition.                                    | 2,K1,CO3                      |
| 6. Illustrate the meaning of post purchase dissonance.               | 2,K1,CO3                      |
| 7. List the methods of data collection.                              | 2,K1,CO4                      |
| 8. State the meaning of stratified random sampling.                  | 2,K1,CO4                      |
| 9. Predict how is 24/7 availability services possible in a business. | 2,K2,CO5                      |
| 10. Recognize social media marketing.                                | 2,K1,CO5                      |

**PART - B (5 × 13 = 65 Marks)**

Answer ALL Questions

11. a) Explain the service marketing triangle with diagram. 13,K2,CO1
- OR**
- b) (i) Explain technological environment. 5,K2,CO1  
(ii) Explain demographic environment. 5,K2,CO1  
(iii) Illustrate the importance of psychographics that influence marketing. 3,K2,CO1
12. a) Explain the marketing mix elements with examples. 13,K2,CO2
- OR**
- b) Explain the targeting strategies in Marketing. 13,K2,CO2
13. a) Explain Black Box Model of consumer behavior. 13,K2,CO3
- OR**
- b) Describe Industrial buying behavior. 13,K2,CO3

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create

12063

14. a) Explain the different methods of Research. 13,K2,CO4  
**OR**  
b) Explain the characteristics of writing a Research report. 13,K2,CO4
15. a) Explain the importance and benefits of Internet Marketing. 13,K2,CO5  
**OR**  
b) Explain the importance of social media in Marketing. 13,K2,CO5

**PART - C (1 × 15 = 15 Marks)**

16. a) Associate the Marketing relationships with other functional areas. 15,K2,CO1  
**OR**  
b) Illustrate effective ways to increase traffic for a website. 15,K2,CO5