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Question Paper Code	12790
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B.E. / B.Tech. - DEGREE EXAMINATIONS, APRIL / MAY 2024

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

	Marks	K- Level	CO
1. Define Marketing Management.	2	K1	CO1
2. Recall the term Market Segmentation.	2	K1	CO1
3. List out the Objectives of Product Planning.	2	K1	CO2
4. Define Market Positioning.	2	K1	CO2
5. List out the five stages of Buying decision process.	2	K1	CO3
6. Define CRM.	2	K1	CO3
7. Recall the term Marketing research.	2	K1	CO4
8. Define Secondary Data.	2	K1	CO4
9. Recall the term Network Marketing.	2	K1	CO5
10. Define Social Media Marketing.	2	K1	CO5

PART - B (5 × 13 = 65 Marks)

Answer ALL Questions

11. a) Explain the functions of Marketing.	13	K2	CO1
OR			
b) Explain the Marketing interfaces with other functional areas.	13	K2	CO1
12. a) Describe the ways for Selecting and Entering Market Segments.	13	K2	CO2
OR			
b) Explain the different types of channel of distribution.	13	K2	CO2
13. a) Explain the need for studying Consumer behaviour.	13	K2	CO3
OR			
b) Explain in detail about the buyer behaviour model.	13	K2	CO3

14. a) Discuss in detail about the Market Research Process. 13 K2 CO4

OR

b) Discuss the qualities of Good research. 13 K2 CO4

15. a) Discuss the Social Media marketing and its types and role for new business development for its specific goals and objectives of a business. 13 K2 CO5

OR

b) How do you keep yourself updated with new Digital Marketing trends? Explain. 13 K2 CO5

PART - C (1 × 15 = 15 Marks)

16. a) Explain in detail about the stages of Product Life cycle. 15 K2 CO2

OR

b) Explain in detail about the major factors that influence in Online buying behavior. 15 K2 CO3