

First Semester M.Tech Degree Examination February 2016

APJ Abdul Kalam Technological University

Ernakulam II Cluster

Time : 3 hrs

Max. Marks 60

05ME 6413 MARKETING AND CONSUMER BEHAVIOUR

I. Module 1 12 Marks

1. Explain the Importance/Significance of Marketing ? (3 marks)
2. Differentiate between selling & marketing concept ? (4 marks)
3. Enumerate the contents of the 4Ps in marketing mix? (5 marks)

II. Module 2 12 Marks

- 1) Investigate the various growth strategies for existing markets? (6 marks)
- 2) List some challenges in global marketing? (6 marks)

III. Module 3 18 Marks

1. Discuss “product life cycle”, its significance? (6 marks)
2. Discuss the concept of “branding”? (4 marks)
3. Packaging & labeling is an important part of product management? Elaborate? (8 marks)

Or

IV

1. A company has five choices with regards to brand strategy. What are they? (5 marks)
2. Explain the different pricing strategies.? (8 marks)
3. What are the different levels of channels? (5 marks)

V. Module 4 18 Marks

1. Define consumer behaviour? (4 marks)
2. What are the different levels of market segmentation? (7 marks)
3. Discuss the attributes of effective segmentation criteria? (7 marks)

Or

VI

1. What do you mean by the term “Market Segmentation”? What is the need of segmenting the market? (8 marks)
2. Explain Black box model of buying behavior? (10 marks)

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