

APJ Abdul Kalam Technological University
First Semester M.Tech Degree Examination Decemeber 2016
Ernakulam II Cluster

Time: 3 hrs

Max. Marks 60

05ME6413-MARKETING AND CONSUMER BEHAVIOUR

- I. Module 1 12 Marks**
- a) Discuss some of the important features of marketing? (3 marks)
 - b) Define marketing mix? (4 marks)
 - c) Investigate the various types of internet marketing? (5 marks)
- II. Module 2 12 Marks**
- a) Discuss some important characterises of strategic management? (4 marks)
 - b) With the help of a flowchart, describe the Strategic Marketing Decision Process (8 marks)
- III. Module 3 18 Marks**
- a) What are the various stages in New Product Development.? (6 marks)
 - b) Explain the different pricing strategies. (5 marks)
 - c) Briefly explain the concept of marketing channels, their types? (7 marks)
- Or
- IV**
- a) Discuss the concept of “branding”? (4 marks)
 - b) What are the main decision areas in packaging? (6 marks)
 - c) What are the various functions performed by marketing channels? (8 marks)
- V. Module 4 18 Marks**
- a) Define the term market segmentation? What is the benefit of segmenting the markets? (8 marks)
 - b) Investigate the factors affecting consumer behaviour? (10 marks)
- Or
- VI**
- a) Enumerate the different steps in consumer decision making process? (10 marks)
 - b) Explain Marshallian Model of consumer behaviour? (8 marks)

-----)(-----