

Code: 19HS5601I

**III B.Tech - II Semester – Regular Examinations – JUNE 2022****BASICS OF MARKETING**  
**(Common for CSE, ME, ECE)**

Duration: 3 hours

Max. Marks: 70

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- Note: 1. This question paper contains two Parts A and B.  
2. Part-A contains 5 short answer questions. Each Question carries 2 Marks.  
3. Part-B contains 5 essay questions with an internal choice from each unit. Each question carries 12 marks.  
4. All parts of Question paper must be answered in one place.
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**PART – A**

1. a) What is Marketing?
- b) Define Market Segmentation.
- c) Elaborate about PLC.
- d) What is Pricing?
- e) Define Promotion Mix.

**PART – B****UNIT – I**

2. a) Define Marketing and discuss its significance in the Modern World. 6 M
- b) Explain the different philosophies of Marketing concepts. 6 M

**OR**

3. a) Elaborate the Nature of Marketing Management. 6 M
- b) “Marketing starts with customers and ends with customers”. Do you agree with statement? Give suitable justifications for your answer. 6 M

## UNIT – II

4. a) What is meant by Market Segmentation? Explain the different levels for Market Segmentation. 6 M
- b) How do you segment the market for a toilet soap and Computers? Explain the logic behind such segmentation. 6 M

OR

5. a) What do you mean by target market? Discuss target marketing strategies for a consumer product. 6 M
- b) Define positioning. Explain the various Positioning strategies. 6 M

## UNIT-III

6. a) Explain the concept of PLC and discuss how it is related to the different stages of market development? 6 M
- b) Write the strategic considerations in the Product Life Cycle concept. 6 M

OR

7. a) Discuss the concept of marketing mix. Explain the marketing mix of any one FMCG company, in brief. 6 M
- b) How would you classify the type of products? Discuss, how marketing strategies change during the product life cycle? 6 M

## UNIT – IV

8. a) Explain the objectives of Pricing Policy of a business firm. 6 M
- b) How would you describe pricing? What are the major strategies for pricing the new products in the Indian context? 6 M

OR

9. a) What is meant by a marketing channel? Explain the objectives of marketing channels. 6 M
- b) Explain the key functions performed by marketing channel members and how companies motivate and evaluate channel members? 6 M

**UNIT – V**

10. a) Define promotional mix. Explain the different elements of promotional mix. 6 M
- b) Define advertising and explain each its merits and demerits. 6 M

OR

11. a) Explain the objectives of promotional mix. 6 M
- b) How would you summarize the process and advantages of integrated marketing communications? 6 M