

B.E. DEGREE EXAMINATIONS: APRIL/MAY 2012

Eighth Semester

MECHANICAL ENGINEERING

U07MEE14: Marketing Management

Time: Three Hours

Maximum Marks: 100

Answer All Questions:-

PART A (10 x 1 = 10 Marks)

1. The matching of Product's performance with Buyer's expectation is
 - (a) Marketing Myopia
 - (b) Customer Satisfaction
 - (c) Customer Perceived Value
 - (d) Customer Relationship Management
2. Marketing is a
 - (a) Social Process
 - (b) Analytical Process
 - (c) Technical Process
 - (d) Engineering Process
3. Market Segmentation is
 - (a) Evaluating the Market
 - (b) Dividing the Market
 - (c) Positioning the Market
 - (d) Analysing the Market
4. Which one of the following is not belong to external factors?
 - (a) Economic
 - (b) Objectives
 - (c) Political
 - (d) Natural
5. The segment of people selected for marketing research can be termed as
 - (a) Research
 - (b) Sample
 - (c) Segmentation
 - (d) Marketing Intelligence
6. Name the pricing technique which adds a stand markup with the cost of production
 - (a) Cost Plus Pricing
 - (b) Break Even Pricing
 - (c) Value Added Pricing
 - (d) Good Value Pricing
7. A company starts up a business outside the company's current products and markets is
 - (a) Downsizing
 - (b) Value Chain
 - (c) Positioning
 - (d) Diversification
8. A Statement of the organization's purpose can be called as
 - (a) Plan
 - (b) Mission
 - (c) Strategy
 - (d) Budget
9. Short term incentive to encourage the purchase
 - (a) Training
 - (b) Segmentation
 - (c) Sales Promotion
 - (d) Real Marketing
10. A marketing service firm that assists companies in all portions of their advertising program
 - (a) Advertiser
 - (b) Ad Agency
 - (c) Competitors
 - (d) Media

PART B (10 x2 = 20 Marks)

11. Define Marketing
12. Distinguish Consumer goods from Industrial goods
13. What do you mean by segmentation?
14. List out the types of Buyer Behaviour
15. Highlight the factors affecting the Pricing Decisions
16. What is Online Marketing Research?
17. Define Marketing Implementation
18. Brief on BCG Matrix
19. Define Advertising
20. What is meant by Wholesaling?

PART C (5 x 14 = 70 Marks)

21. a) Discuss the major steps in Marketing Process.
(OR)
b) Analyse the Marketing Environment.
22. a) Explain the following: (i) Factors affecting Consumer Behaviour. (7)
(ii) Buyer Decision Process. (7)
(OR)
b) Elaborate the Segmentation basis.
23. a) Discuss the following: (i) Product mix Pricing Strategies in detail. (8)
(ii) Pricing Strategies for New Products. (6)
(OR)
b) Elaborate the steps in Marketing Research Process.
24. a) Elucidate the various contents of Marketing Plan.
(OR)
b) Analyse the 4Ps of Marketing Mix with suitable Indian examples.
25. a) Discuss the various types of Retailers with suitable examples.
(OR)
b) Describe today's popular advertising media in India.
