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C 3356

B.E./B.Tech. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2008.

Sixth Semester

Mechanical Engineering

ME 1002 — MARKETING MANAGEMENT

(Common to Mechatronics Engineering)

(Regulation 2004)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

Differentiate the following briefly.

1. Selling and Marketing.
2. Need and Want.
3. Industrial and Consumer Marketing.
4. Values and Attitudes.
5. Cultural and Social factors.
6. Skimming and Penetration pricing.
7. Cash cow and Question mark.
8. Sales Promotion and Advertising.
9. Value pricing and Perceived value pricing.
10. Retailing and wholesaling.

11. (a) "Companies normally do not follow only one Marketing Philosophy". Do you agree? Explain in detail the Philosophies of Marketing.

Or

- (b) Explain with illustrations the macro-marketing environments that influence the marketing decisions.

12. (a) Analyze the factors affecting consumer buying behavior for the following products :

- (i) Petrol
- (ii) Mobile phone.

Or

- (b) What are the stages of buying decision process? Do consumers go through these stages during all types of purchases?

13. (a) How should a company adapt prices to meet varying circumstances and opportunities? What are the pricing methods available for a company?

Or

- (b) What are the methods of market forecasting? How does a company effectively evaluate its research process?

14. (a) Describe the strategic marketing process. Highlight the importance of each step.

Or

- (b) Explain GEC grids and its benefits.

15. (a) Describe the steps used to develop, execute, and evaluate an advertising program.

Or

- (b) What is the role of channels of distribution? Develop an ideal channel design for the following industry.

- (i) FMCG
- (ii) Mobile telephony.