

B.E., DEGREE EXAMINATIONS: NOV/DEC 2012

Seventh Semester

MECHATRONICS ENGINEERING

MCT149: Marketing Management

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 1 = 10 Marks)

1. The term marketing refers to
 - a) New product concept and improvement
 - b) Advertising and promotional activity
 - c) Philosophy stressing customer value and satisfaction
 - d) Planning sales campaigns
2. A marketing philosophy summarized by the phrase “ A GOOD PRODUCT WILL SELL ITSELF” is the characteristics of ----- period
 - a) Production
 - b) Sales
 - c) Marketing
 - d) Relationships
3. Political campaigns are generally examples of ----- marketing
 - a) Cause Marketing
 - b) Event Marketing
 - c) Organizational Marketing
 - d) Personal Marketing
4. Which of the following is not a part of external marketing environment
 - a) Political
 - b) Legal
 - c) Product
 - d) Socio Cultural
5. The goal of data mining includes
 - a) To explain some observed events or conditions
 - b) To confirm that data exists
 - c) To analyze the data for expected relationships
 - d) To create a new data warehouse
6. A firm has decided to alter its pricing and promotional strategies in response to slower than expected job growth and declining personal income, the firm is responding to change in its
 - a) Socio cultural environment
 - b) Political environment
 - c) Economic environment
 - d) Competitive environment
7. The quadrant of Boston consulting group matrix that represents both a high market share and a high rate of market growth includes the
 - a) Cash cows
 - b) Achievers
 - c) Stars
 - d) Strivers

8. The process of anticipating future needs and conditions and determining the best way to achieve organizational objective is known as
 - a) Researching
 - b) Planning
 - c) Controlling
 - d) Managing
9. A promotional strategy that encourages the various intermediaries along the channel to stock and sell the products is called what type of strategy?
 - a) Push strategy
 - b) Pull strategy
 - c) Intermediate strategy
 - d) Shove strategy
10. Which of the following is not an advantage of radio advertising
 - a) Relatively low cost
 - b) High audience selectivity
 - c) High geographical selectivity
 - d) High demographic selectivity

PART B (10 x 2 = 20 Marks)

11. Define Marketing management
12. Explain in brief the term “ Marketing Mix”
13. Explain the difference between mass market strategy and market segmentation strategy
14. How do you differentiate Marketing from selling?
15. What do you understand by the term bundling?
16. Define MDSS
17. Explain how political factors influence an organization in its strategic management
18. In a marketing plan what is an objective and mission
19. List down the five M’s of advertising
20. Difference between wholesaling and retailing

PART C (5 x 14 = 70 Marks)

21. a) Discuss in your views the different steps involved in marketing process.

(OR)

- b) (i) Explain the concept of need, wants and demand with suitable example. (7)
- (ii) Discuss Industrial Vs Consumer marketing. (7)
22. a) (i) Explain Maslow’s Hierarchy of needs. (7)
- (ii) Discuss the various roles played by the people before making the buying decision. (7)

(OR)

- b) (i) Discuss Herzberg's Theory of motivation using an example. (7)
- (ii) Briefly discuss on the importance of Customer value and loyalty. (7)

23. a) Explain the different types of pricing methods that are in practice?

(OR)

- b) In your own words explain the Marketing Information System, also how this system helps in marketing research activities.

24. a) Explain the general electric approach in portfolio analysis.

(OR)

- b) Explain what are BCG matrix and their use?

25. a) Briefly explain the concept behind the retail marketing and industrial marketing channels.

(OR)

- b) Discuss the various five tools in marketing communications and also the various outcomes of marketing communication.
