

B.E DEGREE EXAMINATIONS: DEC 2012

Sixth Semester

MECHANICAL ENGINEERING

MEC128: Marketing Management

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 1 = 10 Marks)

1. The Coca Cola organisation is an official sponsor of the Olympics. The firm is engaging in:
 - a) Place marketing
 - b) Event marketing
 - c) Person marketing
 - d) Organization marketing
2. Today's marketers need
 - a) Neither creativity nor critical thinking skills
 - b) Both creativity and critical thinking skills
 - c) Critical thinking skills but not creativity
 - d) Creativity but not critical thinking skills
3. Which of the following is NOT an element of the marketing mix?
 - a) Distribution
 - b) Product
 - c) Target market
 - d) Pricing
4. The term "marketing mix" describes
 - a) A composite analysis of all environmental factors inside and outside the firm
 - b) A series of business decisions that aid in selling a product
 - c) The relationship between a firm's marketing strengths and its business weaknesses
 - d) A blending of four strategic elements to satisfy specific target markets
5. Newsletters, catalogues, and invitations to organization - sponsored events are most closely associated with the marketing mix activity of:
 - a) Pricing
 - b) Distribution
 - c) Product development
 - d) Promotion
6. Which of the following consumer buying behaviours requires the LEAST effort?
 - a) High involvement buying situation
 - b) New buying situation
 - c) Routine buying
 - d) Impulsive buying
7. Market expansion is usually achieved by:
 - a) More effective use of distribution
 - b) More effective use of advertising
 - c) By cutting prices
 - d) All of the above are suitable tactic

8. The idea that a large percent of a product's sales revenues come from a relatively small, loyal group of its purchasers is the
- a) More effective use of distribution b) More effective use of advertising
c) By cutting prices d) All of the above are suitable tactic
9. Everyday low pricing is a strategy devoted to continuous low prices as opposed to
- a) seasonal changes in prices based on current demand. b) purely cost-based prices that vary as the manufacturer's costs vary.
c) relying on short-term price-cutting tactics such as cents-off coupons, rebates, and special sales. d) prices that are set daily, weekly, or monthly in reaction to competitors' actions.
10. Wholesalers are used when they are more efficient in performing one or more of the following functions except which one?
- a) Warehousing b) Bulk breaking
c) Buying and assortment building d) Atmospherics in a store

PART B (10 x 2 = 20 Marks)

11. Define marketing management defined by AMA 2004.
12. Differentiate Selling & Marketing.
13. Explicate Niche marketing?
14. What do understand by Customer Oriented organisation?
15. State various marketing mix.
16. Briefly define market segmentation
17. What are the different types of positioning?
18. Differentiate marketing of Goods & services
19. What do you mean by promotion mix? Explain them
20. Elucidate the different pricing techniques used by the marketers

PART C (5 x 14 = 70 Marks)

21. a) (i) Explain the historical background of marketing. (7)
(ii) Discuss the 4 P's of Marketing and explain their relevant significance (7)
attached to them respectively

(OR)

- b) Enlighten the role and importance of marketing department with all other functional areas in an organisation.
22. a) Explain the process involved in new product development.

(OR)

b) Discuss the various factors affecting buying decisions of consumer goods.

23. a) Enumerate in detail the varied pricing strategies adopted by Corporates.

(OR)

b) Explain in detail the marketing research process.

24. a) Explain in detail the components of marketing plan. Also describe the marketing planning process

(OR)

b) Explain in detail implications of BCG and GEC grids.

25. a) Explain in detail the significance of sales promotion.

(OR)

b) Explain the channel design process and recent trends in retailing formats.
