

Reg. No. :

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**T 3333**

B.E./B.Tech. DEGREE EXAMINATION, APRIL/MAY 2008.

Sixth Semester

(Regulation 2004)

Mechanical Engineering

ME 1002 --- MARKETING MANAGEMENT

(Common to Mechatronics Engineering)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A --- (10 × 2 = 20 marks)

1. Brief about marketing process.
2. What is marketing mix?
3. List any two buying decisions made by buyers.
4. Define market segmentation.
5. Mention any two major objectives of pricing.
6. Briefly mention about pricing management.
7. Write down the components of a marketing plan.

8. What is portfolio analysis?
9. Brief about goals of advertising.
10. List current retailing practices.

PART B — (5 × 16 = 80 marks)

11. (a) (i) Describe marketing concepts. (10)
- (ii) Differentiate selling from marketing. (6)

Or

- (b) (i) Discuss needs, wants and demands of customers with reference to marketing. (8)
- (ii) Distinguish between industrial marketing and consumer marketing with relevant examples. (8)

12. (a) (i) Describe motives and types of buying decisions. (8)
- (ii) Explain the cultural and demographic factors that will affect the buying behaviour. (8)

Or

- (b) (i) Discuss Psychographic segmentation. (8)
- (ii) Describe segmentation process. (8)

13. (a) Describe any four pricing methods and their applications. (16)

Or

- (b) Explain marketing research process for successful marketing of automatic washing machine. (16)

14. (a) Describe marketing strategy formulations and implementations. (16)

Or

- (b) Explain GEC grid, its merits and applications. (16)

15. (a) (i) What is unique selling proposition? Explain its applications. (8)  
(ii) Describe whole saling and its advantages. (8)

Or

- (b) (i) Explain about channel design. (8)  
(ii) Write short notes on logistics. (8)
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