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K 4525

B.E./B.Tech. DEGREE EXAMINATION, MAY/JUNE 2009.

Sixth Semester

Mechanical Engineering

ME 1002 — MARKETING MANAGEMENT

(Common to Eighth Semester Mechatronics Engineering)

(Regulation 2004)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define marketing.
2. Differentiate the selling and marketing.
3. What do you understand by cross-cultural factors in buying?
4. List any four psycho-graphic factors influences buyer.
5. What is known as psychological pricing?
6. Identify the uses of market research in business.
7. What is the stage of "Dog" in BCG matrix?
8. When a company will take a diversification strategy?
9. What is (USP) Unique Selling Proportion?
10. What do you understand by e-retailing?

PART B — (5 × 16 = 80 marks)

11. (a) Briefly explain the environmental factors influences the marketing process.

Or

- (b) Discuss the nature and scope of industrial goods marketing.

12. (a) Explain the factors considered for segmentation. Give suitable examples.

Or

- (b) Explain the motives for purchases. List out the example for each motives.

13. (a) Explain the methods of pricing and list the factors influencing the pricing decisions.

Or

- (b) Explain the market research process. How should a good market research process be? Discuss.

14. (a) Explain the process of marketing planning strategy.

Or

- (b) Write short notes on :

(i) BCG matrix (8)

(ii) Portfolio analysis. (8)

15. (a) Explain the types and procedures of sales promotions. Give examples.

Or

- (b) Discuss the recent trends in distribution management in marketing.