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R 3434

B.E./B.Tech. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2007.

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)

1. What is the difference between selling and marketing?
2. Write any two differences between Industrial and Consumer marketing.
3. List any two products, the buying of which is decided by teen-agers.
4. Mention any two benefits of market segmentation.
5. Write any two major factors that should be taken into account in developing a pricing policy.
6. What is the scope of marketing research?
7. What are the components of marketing plan?
8. What is portfolio analysis?
9. "It pays to advertise". In the light of this statement mention the significance of advertising.
10. List any two functions of retailing.

PART B — (5 × 16 = 80 marks)

11. (a) What are the features of modern marketing?

Or

- (b) Explain the impact of environmental forces on marketing.

12. (a) Explain the importance of consumer behaviour in marketing and the factors that influence it.

Or

- (b) A scooter manufacturer is interested in developing a market segmentation for his product. Suggest various kinds of segmentation.
13. (a) What are the basic pricing methods? Explain them.

Or

- (b) Explain the procedure to be adopted in marketing research by a wholesaler of soap powder.
14. (a) Formulate the strategies for the marketing of the new model of a car.

Or

- (b) Explain about the GEC grids.
15. (a) Explain the elements and process of advertising.

Or

- (b) What are sales promotion methods? Explain them briefly.
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