

**A 1380**

B.E./B.Tech. DEGREE EXAMINATION, MAY/JUNE 2007.

Eighth Semester

Mechatronics Engineering

ME 058 — MARKETING MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is the need for marketing?
2. What is meant by product hierarchy?
3. Define market segmentation.
4. State the cultural factors in a buying process.
5. What is the objective of pricing?
6. Define pricing management.
7. What is portfolio analysis?
8. Define GEC grids.
9. Define logistics.
10. What are the goals of advertising?

PART B — (5 × 16 = 80 marks)

11. (a) (i) Explain the characteristics of sales promotion strategies.  
(ii) Discuss about the modern trends in retailing.

Or

- (b) (i) A 50 year old company manufacturing variety of auto components is poised for a very stiff competitions as a result of globalisation. Give a variable marketing plan to help the company come out from a possible crises. (10)
- (ii) Give quality product is the best advertising in the world-comment. (6)
12. (a) Explain in detail about the concepts of marketing.
- Or
- (b) Discuss about selling Vs marketing in detail.
13. (a) Describe the various factors involved in making or buying decisions.
- Or
- (b) Explain about demographic, psychographic and geographic segmentation.
14. (a) Explain the various pricing methods.
- Or
- (b) Describe the process of marketing research in detail.
15. (a) Explain the components of a marketing plan in detail.
- Or
- (b) Write short notes on strategy formulation and marketing process.
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