C 3288

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

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)

Define and brief on the following with a suitable example each.

1.   The Selling concept.

2.   Product Hierarchy.

3.   Positioning.

4.   Values and Attitudes.

5.   Strategic Business Unit (SBU).

6.   Captive product pricing.

7.   Sales Promotion.

8.   Unique Selling Proposition (USP).

9.   Differentiate Retailing and wholesaling.

10. Market Logistics decisions.

PART B — (5 × 16 = 80 marks)

11. (a) Identify a company of your choice and analyze its Demographic, Technological and Natural Macro-marketing environment.

Or

(b) Describe in detail the differences between Selling and Marketing.

12. (a) "Consumers have both innate and acquired needs". Do you agree, Elucidate with examples. why are consumers' needs and goals constantly changing?

Or

(b) On what bases would you analyze the factors affecting consumer markets for the following products

    (i) Health drinks

    (ii) Household Furniture.

13. (a) "Companies must anticipate competitor price changes and prepare contingent response". Do you agree. What are the pricing methods available for a company.

Or

(b) Explain the process of Marketing Research. How does the company decide that it has benefited from the research process?

14. (a) "The goal-setting step in the planning phase of the strategic marketing process sets qualified objectives for use in the control phase". Elucidate. Describe the strategic marketing process.

Or

(b) Explain BCG matrix and its benefits. Compare BCG and Product life cycle (PLC).

15. (a) Describe the steps used to develop, execute, and evaluate an advertising program.

Or

(b) Take an existing company as an example and appraise its Channel Management Decisions. Explain the shift in Channel Management decisions in today's marketing environment, with a focus on the trends in retailing.

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