Register Number: ……………………..

B.E DEGREE EXAMINATIONS: APRIL/MAY 2014

(Regulation 2009)

Sixth Semester

MECHANICAL ENGINEERING

MEC128: Marketing Management

Time: Three Hours   **Maximum Marks: 100**

Answer all the Questions:-

PART A (10 x 1 = 10 Marks)

1. When wants are backed up by buying power it is called as
   a) demand
   b) motives
   c) need
   d) desire

2. When needs are shaped by culture and individual personality it is called as
   a) demand
   b) want
   c) need
   d) desire

3. CRM refers to
   a) consumer relations management
   b) customer reservation management
   c) customer relationship management
   d) Cost of research marketing

4. Maslow's theory is related to
   a) self concept
   b) attitude
   c) motivation
   d) personality

5. One product, one marketing mix and one segment is correlated to
   a) concentrated marketing
   b) undifferentiated marketing
   c) differentiated marketing
   d) Target marketing

6. EDLP refers to
   a) Economic data location planning
   b) Everyday low pricing
   c) Economic day lever pricing
   d) Ergonomic design layout planning

7. High growth and high market share in business relates to
   a) dogs
   b) question marks
   c) stars
   d) cash cows

8. A statement or general understanding which provides guidance in decision making to members of an organization with respect to any course of action is called as
   a) vision
   b) procedure
   c) budget
   d) policy

9. Promoting too many benefits of the product in such a way that none one stand out is called as

   a) Under positioning
   b) Over positioning
   c) Confused positioning
   d) All of the above

10. Flip kart is a case of
    a) Speciality store
    b) Super store
    c) Discount store
    d) On line store

PART B (10 x 2 = 20 Marks)

11. Give few examples for consumer goods?

12. Differentiate between product manager and brand manager.

13. Differentiate belief and attitude.

14. Differentiate business market and consumer market

15. What is affordability based pricing?

16. What is the relation between price & value?

17. Name a few techniques of evaluating portfolios.

18. What do you mean by competitive advantage? Give an example.

19. List a few factors that bring attitude change among the audience.

20. What do you mean by unique selling proposition?

PART C (5 x 14 = 70 Marks)

21. a) .What is the importance of marketing? Discuss any one marketing organization structure in detail.

(OR)

   b) i) Differentiate between Needs, Wants & Demands   (7)

   ii) Explain the product hierarchy with examples.   (7)

22. a) Classify and explain the market segmentation process.

(OR)

   b) The Indian PC market is increasing at rapid strides. The giants in this market are HCL, Wipro, LG, HP, and IBM. The computers are no more perceived as a product needed for software engineers. It is being used even school going children, internet users, colleges, universities, engineers, doctors etc. Keeping in view the attitude towards computers, design a model to study the case about the various factors that influence consumer behaviour for a new brand of a computer in India.

23. a) Enhance the different steps involved in marketing research process.

(OR)

b) Write short notes on

    i) Captive product pricing   (5)

    ii) Product bundling pricing   (5)

    iii) Marginal pricing   (4)

24. a) Explain the BCG and GEC grids in portfolio planning.

(OR)

b) i) Explain the elements of a Marketing plan.   (7)

    ii) What is meant by marketing opportunity?   (7)

25. a) Elaborate the role of media in advertising management.

(OR)

b) i) What are marketing channels?   (7)

    ii) List the steps involved in marketing channel design.   (7)

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