



Register Number:.....

B.E DEGREE EXAMINATIONS: NOV/DEC 2014

(Regulation 2009)

Sixth Semester

MECHANICAL ENGINEERING

MEC 128: Marketing Management

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 1 = 10 Marks)

1. Many companies have created a _____ position to put marketing on a more equal footing with other C-level executives.
 - a) CEO
 - b) CMO
 - c) CFO
 - d) MCO
2. Building mutually satisfying long-term relationships with key parties in order to earn and retain their business is the aim of _____.
 - a) holistic marketing
 - b) network marketing
 - c) relationship marketing
 - d) internal marketing
3. The _____ environment is composed of laws, government agencies, and pressure groups.
 - a) political-legal
 - b) socio-cultural
 - c) economic
 - d) demographic
4. Characteristics such as age, income or gender are examples of:
 - a) culture
 - b) income distribution
 - c) demographics
 - d) social-cultural environment
5. The first step in the marketing research process is to _____.
 - a) develop the research plan
 - b) define the problem and research objectives
 - c) collect the information
 - d) present the data
6. In _____ marketing, the seller engages in the production, distribution, and promotion of one product for all buyers.
 - a) segment
 - b) target
 - c) micro
 - d) mass

7. A _____ is a more narrowly defined customer group seeking a distinctive mix of benefits.
 - a) segment
 - b) local area
 - c) subgroup
 - d) niche
8. _____ cost do not vary with production or sales revenue.
 - a) Variable
 - b) Fixed
 - c) Expected
 - d) Total
9. In _____ pricing the firm bases its price largely on competitors' prices.
 - a) high-low
 - b) competitive
 - c) target-return
 - d) markup
10. A program designed to promote or protect a company's image or its individual products is called _____.
 - a) advertising
 - b) sales promotion
 - c) public relations and publicity
 - d) direct marketing

PART B (10 x 2 = 20 Marks)

11. Differentiate product concept from production concept.
12. How does wants vary from demand?
13. Brief about geographic segmentation.
14. State about customer life time value.
15. Mention about cost plus pricing.
16. State the benefits of having a Marketing Information System.
17. Brief about the four quadrants of BCG Matrix.
18. What is strategic marketing?
19. What is a zero level channel?
20. State the importance of media planning.

PART C (5 x 14 = 70 Marks)

21. a) Compare and contrast the various philosophies of marketing.

(OR)

- b) Discuss the various environmental factors that affect marketing decisions.
22. a) Discuss about the factors that influence individual buyer behavior.

(OR)

- b) Present about the various factors that are used as bases for segmentation and also brief different market segmentation.

23. a) Evaluate the various methods of pricing and suggest a method for pricing automobiles.

(OR)

- b) Narrate the steps involved in conducting a marketing research.

24. a) Present about the various components of a marketing plan.

(OR)

- b) Discuss how would you analyze and select a market for launching a new product.

25. a) Elaborate on the various sales promotion tools with suitable examples.

(OR)

- b) Discuss about the various types of channel members and their importance.
