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B.E (Full Time) End Semester DEGREE EXAMINATION, NOV / DEC 2011

Seventh Semester / Printing Engineering

ME 510 – MARKETING MANAGEMENT

(Regulation 2004)

42

Time : 3 Hours

Answer ALL Questions

Max. Marks 100

PART-A (10 x 2 = 20 Marks)

1. What do you mean by marketing environment?
2. Define and differentiate consumer good and industrial good.
3. What are the cultural factors influencing marketing management?
4. What is market segmentation?
5. What are the objectives of cost based pricing methods?
6. Define market research.
7. Why is marketing plan required?
8. Define marketing strategy.
9. What is advertisement effectiveness?
10. What are the channel objectives?

Part – B (5 x 16 = 80 marks)

11. a) Consider that you have started a small printing press. If you want to promote your business, what would be your strategies? Describe in detail.
12. a) How does marketing environment affect marketing management? Explain.

OR

- b) What are the demographic variables? How do they influence marketing decision making? Explain.

13. a) What is competition? What are the competitive pricing methods?

OR

- b) How does marketing of consumers goods differ from marketing of industrial goods? Explain with examples.

14. a) What are the factors that affect the behaviour of buyer of an industrial good?

OR

- b) What is marketing research? What is the role of marketing research in marketing management? Explain it with examples.

15. a) What is BCG matrix? Why is it used? Describe in detail.

OR

- b) Consider any product of your choice . Describe its physical distribution channel. Explain the strategic aspects of the channel.