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B.E./B.TECH (FULL TIME) DEGREE – END SEMESTER EXAMINATIONS – NOV. 2013  
VII – SEMESTER – MECHANICAL ENGINEERING – REGULATION 2008

**MG – 9073: MARKETING MANAGEMENT**

Max. Time: 3 hours

Answer all questions

Max. Marks: 100

**PART – A (10 x 2 = 20 marks)**

1. Define dynamics of marketing.
2. List the psychological classification of goods.
3. How Gestalt psychology defines buying motives of consumers?
4. What are the bases for markets segmentation?
5. List the five steps involved in cost-plus pricing procedure.
6. What are the basic steps in the systematic marketing research process?
7. List the criteria along which the marketing objectives can be set.
8. What are the components of market planning?
9. What are the micro impacts of advertising?
10. Define geo targeting in e-marketing.

**PART – B (5 x 16 = 80 marks)**

11. Explain the following strategic grids (used in portfolio analysis):
  - (i) Boston Consulting Group's (BCG) Growth-share Matrix. (8)
  - (ii) General Electric (GE) Strategic Business Planning Grid. (8)

12a. Explain the elements of 'marketing mix'. (16)

(OR)

12b. Explain the 'Concept' and 'Service' marketing types. (16)

13a. Describe the various types of buying behavior. (16)

(OR)

13b. Explain the buying decision process. (16)

**1a.** Enumerate the objective of pricing. **(16)**

**(OR)**

**14b.** Describe the uses of marketing research in decision making. **(16)**

**15a.** Describe the goals and types of advertising. **(16)**

**(OR)**

**15b.** Explain retailing and wholesaling with respect to the selection of trade channels in marketing. **(16)**