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**B.E / B.Tech ( Full Time) End Semester DEGREE EXAMINATION, APRIL / MAY 2012**

Fifth Semester / Printing Technology

**M G 9071 – MARKETING MANAGEMENT**

(Regulation 2008)

Time : 3 Hours

Answer ALL Questions

Max. Marks 100

**PART-A (10 x 2 = 20 Marks)**

1. Define and differentiate private and public good.
2. What is marketing? What are the objectives?
3. How does culture affect buying behaviour?
4. What are the factors considered for psychographic segmentation?
5. What are the objectives of pricing the product?
6. What is market research?
7. What is marketing plan? Why is it needed?
8. What is portfolio analysis?
9. What are the advantages of promotion?
10. What is hyper market?

**Part – B ( 5 x 16 = 80 marks)**

11. What is customer satisfaction? What are the factors influencing customer satisfaction?
12. a) Let us consider purchase of a refrigerator. How is behaviour of a consumer towards refrigerator determined? Explain.  
**OR**  
b) How is segmentation useful? If you are a cycle manufacturer, how would you segment the market?
13. a) How is price of ice cream determined? Explain the details.  
**OR**  
b) If you want to start a training centre, how is marketing research helpful? Explain marketing research activities.
14. a) How is marketing strategy formulated ? Explain.  
**OR**  
b) How do use portfolio analysis for your marketing function? Explain.
15. a) What is advertisement effectiveness? How is it measured?  
**OR**  
b) What is channel design? How is channel selected? What are the channel objectives?