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

Seventh Semester

Printing Technology

ME 510 – MARKETING MANAGEMENT

(Regulation 2004)

Time : 3 Hours

Answer ALL Questions

Max. Marks 100

PART-A (10 x 2 = 20 Marks)

1. What do you mean by marketing management?
2. What are the features of an industrial product?
3. Define consumer behaviour.
4. What is meant by geographic segmentation?
5. What is 'pricing'?
6. What is the significance of marketing research?
7. Define BCG matrix.
8. What is marketing plan?
9. Why is sales promotion required?
10. What are the channel objectives?

Part – B (5 x 16 = 80 marks)

11. What is marketing environment? How is marketing environment assessed?
12. a) Consider any consumer product of your choice. Discuss how do demographic variables influencing consumer behaviour.
OR
b) Consider any product from printing industry. As a manufacturer of the product, how do you segment the market for the product.
13. a) How is pricing decision taken? What are the factors affecting pricing decision? Elaborate.
OR
b) Explain the marketing research process in detail.
14. a) How is marketing strategy formulated? Explain.
OR
b) What is portfolio analysis? Why is it used? Elaborate?
15. a) What are the sales promotion measures? What are the advantages and disadvantages of each?
OR
b) What is logistic management? How is it managed? Explain.