

B.E.FULL TIME DEGREE END SEMESTER EXAMINATIONS, APRIL/MAY 2011

MECHANICAL ENGINEERING

SIXTH SEMESTER- (REGULATION-2004)

ME510 MARKETING MANAGEMENT

Time: 3 hr

Max. Mark: 100

Answer ALL Questions

Part-A (10 X 2 = 20 Mark)

1. Define Marketing Process.
2. What is Marketing Mix?
3. What is organizational buying?
4. What are the levels of Market Segmentation?
5. Define Pricing Management.
6. What are the applications of Marketing Research?
7. What are the components of marketing plan?
8. Define BCG
9. What is Wholesaling and Retailing?
10. Define e-Marketing

Part-B (5 X 16 = 80 Marks)

11.(i) Explain the various types of needs and components of marketing environment and its consequences? (8)

(ii) Compare the following;

(a) Selling Vs Marketing (4)

(b) Consumer goods Vs Industrial goods (4)

12 (a) Describe the demographic and segmentation factors as well as product life cycle for any product and also explain its consequences? (16)

OR

12 (b) Explain the Buying decision process with suitable illustrations? (16)

- 13 (a) Explain the Procedure of developing pricing strategies & programs? (16)
- OR
- 13 (b) Describe the Process of Marketing Research? (16)
- 14 (a) (i) Explain the components of Physical Distribution Mix? (8)
- (ii) Describe the strategy formulation and warehousing? (8)
- OR
- 14 (b) Explain the Portfolio Analysis and GEC grids with an example? (16)
- 15 (a) Describe the characteristics, impact, goals & various types of sales promotion? (16)
- OR
- 15 (b) Write short notes for the following:
- (i) Product Hierarchy (4)
 - (ii) Point of Purchase (4)
 - (iii) Channel Design and Logistics (4)
 - (iv) Modern trends in Retailing (4)
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