

Roll No:

B.E. FULL TIME DEGREE END SEMESTER EXAMINATIONS, MAY 2013

INDUSTRIAL ENGINEERING

SEVENTH SEMESTER- (REGULATION-2008)

MG9071 MARKETING MANAGEMENT

Time: 3 hr

Max. Mark: 100

Answer ALL Questions

25

Part-A (10 X 2 = 20 Mark)

1. Define Marketing Process
2. Define Marketing Mix. Give an example
3. What are the cultural factors in the marketing management?
4. Define Psychographic segmentation
5. What are the objectives of product pricing?
6. What are the Limitations of Marketing Research?
7. Define Market Planning
8. What are BCG grids? Give an example
9. What are the characteristics of Sales Promotion?
10. Define e-Marketing

Part-B (5 X 16 = 80 Marks)

11 Show the major difference between selling and marketing as well as consumer goods and industrial goods and also illustrating the suitable examples for the above comparisons? (16)

12 (a) Discuss in detail the buying decisions with appropriate examples? (16)

OR

12 (b) Describe the Geographic & Demographic segmentation factors of customer with suitable example? (16)

13 (a) Elaborate the main points covered in pricing method in detail? (16)

OR

13 (b) Highlight the advantages and Process of Marketing Research with an example? (16)

14 (a) Describe the Product hierarchy and components of a Marketing Plan? (16)

OR

14 (b) Explain the GEC grids and portfolio strategy with an example? (16)

15 (a) Discuss the Point of Purchase, Retailing & Wholesaling? (16)

OR

15 (b) Explain the important factors of Logistics and Modern Trends in Retailing & Patterns and Channel Design (16)