

Reg. No.																				
----------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

**B.E. / B. Tech (Full Time), April – May 2013**

Mechanical

Semester VII

**MG 9073 – Marketing Management**

(Regulation 2008)

Time : 3 Hours

Answer ALL Questions

Max. Marks 100

23

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

1. Distinguish between sales and marketing.
2. What are the elements of marketing mix?
3. Why marketers go for Market Segmentation?
4. What are the different types of buying behaviour?
5. What are the objectives of pricing?
6. What are the applications of marketing research?
7. Explain GEC grid.
8. What is meant by POP and POD?
9. What is Retailing?
10. Explain the advantages of online marketing.

**Part – B ( 5 x 16 = 80 marks)**

11. Define Marketing. Explain the core concepts of marketing
12. a) Analyze the components of the consumer decision-making process. Suggest steps to influence consumer decision at each stage.  

OR

b) Explain the steps involved in segmenting markets.
13. a) Explain the role of demand in price determination

**OR**

13. b) Describe the steps involved in conducting a marketing research project

14. a) Prepare short brief explaining the steps of the Business Unit Strategic-Planning Process

**OR**

b) Explain how BCG matrix can help managers in Portfolio Analysis.

15. a) Discuss the elements of the promotional mix in detail.

**OR**

b) Define the types of channel intermediaries and describe their functions and activities.