

MECHANICAL ENGINEERING

53

SIXTH SEMESTER- (REGULATION-2004)

ME510 MARKETING MANAGEMENT

Time: 3 hr

Max. Mark: 100

Answer ALL QuestionsPart-A (10 X 2 = 20 Mark)

1. What is Marketing Process?
2. What is Marketing Mix?
3. What are the cultural factors in the marketing management?
4. What is 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?
9. What are the characteristics of Sales Promotion?
10. Define e-Marketing

Part-B (5 X 16 = 80 Marks)

11 Bring out 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) Describe in detail the buying decisions with appropriate examples? (16)

OR

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

13 (a) Explain the pricing method in detail? (16)

OR

13 (b) Describe the advantages and Process of Marketing Research? (16)

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

OR

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

15 (a) Describe 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)