

Reg. No.

--	--	--	--	--	--	--	--	--	--

BE /B.Tech [Full Time] DEGREE END SEMESTER EXAMINATIONS APRIL/MAY 2012

MECHANICAL ENGINEERING BRANCH  
EIGHTH SEMESTER  
MG-9073 MARKETING MANAGEMENT  
(REGULATIONS: 2008)

80

TIME: 3 HRS

MAX MARKS: 100

PART – A (10\*2 = 20 Marks)

1. Define Marketing.
2. Define Needs, Wants and Demands.
3. List some of the factors that influence buyer behavior.
4. What is the need to understand consumer buying behavior?
5. Differentiate between Organizational buying and Consumer buying.
6. What is Pricing? State the objectives of Pricing.
7. Differentiate between Market Research and Marketing Research.
8. What is Market Segmentation and what are its benefits?
9. Define Retailing and list the latest trends in Retailing.
10. Define Advertising and list its objectives.

PART – B (5\*16 = 80 Marks)

11. i. Discuss in detail the various steps involved in Marketing Research Process. [ 8 ]  
ii. Explain in detail the various stages involved in the Buying Decision Process. [ 8 ]
12. a. i. What is Product? Explain in detail the various levels of product hierarchy. [ 6 ]  
ii. Explain in detail with sketches, the various buyer behavior models. [10 ]  
OR
12. b. i. What are the conditions for effective market segmentation? [ 4 ]  
ii. Explain in detail the bases for segmenting the consumer markets. [12 ]
13. a. i. Explain in detail the various factors influencing price determination. [ 8 ]  
ii. Discuss in detail with suitable examples, the different types of pricing. [ 8 ]  
OR
13. b. i. Describe the various stages involved in Multistage pricing. [ 8 ]  
ii. Discuss in detail the various factors influencing Pricing decisions. [ 8 ]
14. a. i. What is a Marketing plan and its contents? [ 4 ]  
ii. Describe in detail how distribution channel management decisions are made and implemented. [12 ]  
OR
14. b. i. What are the ethical issues in channel relations? [ 4 ]  
ii. Explain in detail the BGC and GEC models of investment decision models with your criticisms. [12 ]
15. a.i. What is Sales Promotion and its objectives? [ 6 ]  
ii. Describe in detail the various Sales Promotion techniques. [10 ]  
OR
15. b. i. What are the 5Ms' of Advertising? [ 4 ]  
ii. Describe in detail how you will describe on a medium for advertising your products and also state clearly how you will measure the effectiveness of the medium chosen by you. (12)