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B.E. (FULL TIME) DEGREE – END SEMESTER EXAMINATIONS – APR./MAY 2024

VIII SEMESTER – MECHANICAL ENGINEERING – REGULATION

2019

ME 5076 – MARKETING MANAGEMENT

Max. Time: 3 hours

Answer all questions

Max. Marks: 100

PART – A (10 x 2 = 20 marks)



1. What are the classical 4Ps in marketing?
2. Write about the 5 levels of product.
3. Define the term Consumer Market.
4. What are the types of buying behaviour?
5. What are the objectives of pricing?
6. What is meant by transaction cost analysis?
7. What is meant by Marketing Planning?
8. What are the general steps in portfolio analysis?
9. What is meant by sales promo?
10. What is meant by E-Marketing?

PART – B (5 x 13 = 65 marks)

- 11a. (i) Explain the philosophy of Marketing. (6)
(ii) Discuss the seven pillars of Marketing Wisdom. (7)

(OR)

- 11b. Draw the framework for Marketing Mix and explain each element in it.

- 12a. (i) Discuss the process of segmentation. (8)
(ii) Write the benefits of segmentation. (5)

(OR)

- 12b. Explain the buying decision process with a flow chart.

13a. Describe the steps/stages in pricing decisions.

(OR)

13b. Explain the Marketing Research Process.

14a. Describe Marketing Planning with respect to corporate objective and marketing objective.

(OR)

14b. Discuss the formulation of Marketing Strategy.

15a. Compare and Contrast POP and USP.

(OR)

15b. Explain the channel design and distribution in marketing

PART – C (1 x 15 = 15 marks)

16. Discuss any five types of advertising with suitable examples.

Q.No.	Unit/CO	Marks	BL	PO.PI	Q.No.	Unit/CO	Marks	BL	PO.PI
1	1	2	1	6.1.1	9	5	2	1	6.1.1
2	1	2	2	6.2.1	10	5	2	2	6.2.1
3	2	2	1	6.1.1	11 a/b	1	13	4	6.2.1/1.1
4	2	2	2	6.2.1	12 a/b	2	13	4	6.1.1/2.1
5	3	2	1	6.1.1	13 a/b	3	13	4	6.2.1/1.1
6	3	2	2	6.2.1	14 a/b	4	13	4	6.1.1/2.1
7	4	2	1	6.1.1	15 a/b	5	13	4	6.2.1/1.1
8	4	2	2	6.2.1	16	5	15	4	6.1.1/2.1

