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**Question Paper Code : 57593**

**B.E./B.Tech. DEGREE EXAMINATION, MAY/JUNE 2016**

**Sixth Semester**

**Mechanical Engineering**

**MG6072 – MARKETING MANAGEMENT**

**(Regulations 2013)**

**Time : Three Hours**

**Maximum : 100 Marks**

**Answer ALL questions.**

**PART – A (10 × 2 = 20 Marks)**

1. What is Latent Demand ?
2. What is Holistic Marketing ?
3. What are the benefits of segmentation ?
4. Define Buying Motives.
5. What is Cost-plus Pricing ?
6. What is marketing research ?
7. Define marketing strategy.
8. What is differentiation strategy ?
9. Differentiate Pull strategy and Push strategy.
10. What do you mean by sweepstakes ?

**PART – B (5 × 16 = 80 Marks)**

11. (a) Explain the Core Concept of Marketing.

**OR**

(b) Explain how the marketer needs to compensate for changes in cultural, political, technological and economical environment.

12. (a) Discuss the factors that influence consumer buying decisions ?

**OR**

(b) What is market segmentation, and what are the bases for market segmentation ?

13. (a) What are the objectives for pricing decisions ? Critically evaluate various pricing techniques.

**OR**

(b) Explain the marketing research process with suitable examples

14. (a) Explain

(i) BCG matrix with examples. (8)

(ii) Porter's three generic strategies. (8)

**OR**

(b) Explain strategic marketing process in detail.

15. (a) Explain the channel design process and suggest ways to resolve channel conflicts.

**OR**

(b) Explain how to develop an Advertising programme.