Reg. No. : ☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐

Question Paper Code : 80693

B.E./B.Tech. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2016.

Seventh Semester

Mechatronics Engineering

MG 6072 — MARKETING MANAGEMENT

(Common to Sixth Semester Mechanical Engineering, Mechanical and Automation Engineering and production Engineering)

(Regulations 2013)

Time : Three hours   Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1.   Distinguish between Need and Want.

2.   Give few examples for industrial goods.

3.   List out the different bases for segmentation.

4.   List any two factors affecting Segmentation Process.

5.   Define Price.

6.   Discuss the need for Marketing Research.

7.   What are the Components of a Marketing Plan?

8.   What is GEC grid?

9.   What is POP?

10. Who is a Retailer?

PART B — (5 × 16 = 80 marks)

11. (a) Discuss marketing Environment with suitable example.

Or

(b) "Think Global Act Local" – Illustrate and explain how international brand marketers are doing this in India.

12. (a) Explain the various factor influencing Buyer Behaviour in India.

Or

(b) What is Market segmentation? Explain its importance in present day Indian context with suitable examples.

13. (a) Critically evaluate various pricing methods.

Or

(b) Elucidate the steps involved in marketing research process.

14. (a) Describe the steps involved in Marketing Planning and implementation.

Or

(b) Discuss BCG matrix with suitable Indian examples.

15. (a) What is sales promotion? Describe the different tools used for promoting sales.

Or

(b) Write short notes on :

(i) Modern trends in retailing

(ii) Channel design

(iii) Logistics in marketing

(iv) Modern trends in e-marketing.

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