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P.E.S. College of Engineering, Mandya - 571 401

(An Autonomous Institution affiliated to VTU, Belgaum)

Seventh Semester, B.E. – Industrial and Production Engineering

Semester End Examination; Dec. - 2014

Marketing Management

Time: 3 hrs

Max. Marks: 100

Note: Answer any FIVE full questions, selecting at least TWO full questions from each part.

PART – A

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| 1. a. Define marketing. | 3 |
| b. List and explain external macro environmental forces of a marketing system. | 12 |
| c. Explain briefly marketing process. | 5 |
| 2. a. In a consumer market, explain different stages of buying decision process. | 10 |
| b. Sketch and explain the model of consumer behavior. | 10 |
| 3.a. Explain the procedure followed in conducting marketing research. | 12 |
| b. Define marketing information system. | 3 |
| c. Write a note on secondary data in marketing research. | 5 |
| 4.a. List and explain classification of business goods. | 7 |
| b. Explain the major influences on business buyers. | 7 |
| c. Write a note on scope of business market. | 6 |

PART – B

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| 5.a. What is product innovation? List the various types of product mix dimensions. | 6 |
| b. Explain the steps involved in development of new product. | 7 |
| c. With a neat sketch explain product life cycle. | 7 |
| 6. a. List the reasons for branding. | 7 |
| b. List and explain functions of packaging. | 6 |
| c. List the functions of Labeling. | 7 |
| 7. a. List the factors considered when settings prices. | 5 |
| b. Explain the following kinds of pricing: | |
| i) Skimming pricing | 10 |
| ii) Penetration pricing | |
| c. Write a note on Role of channels of distribution. | 5 |
| 8. Write a note on the following: | |
| i) Qualities of good salesman | 20 |
| ii) Kinds of Advertising | |
| iii) Objectives of Advertising | |
| iv) Role of personal selling. | |