



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. - 2015

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

- | | | |
|-------|--|----|
| 1. a. | Define marketing. Mention the differences between marketing and selling. | 8 |
| | b. List and explain company's external macro environment. | 12 |
| 2 a. | Explain the steps in Buyer Decision process. | 9 |
| | b. Sketch and explain model of Buyer behavior. | 11 |
| 3 a. | List the differences between marketing research and marketing information system. | 5 |
| | b. With a neat block diagram explain steps involved in marketing research process. | 15 |
| 4 | Explain the following : | 6 |
| | a) E- procurement | 7 |
| | b) Business buyer behavior | 7 |
| | c) Classification of Business goods. | 7 |

PART - B

- | | | |
|------|---|---|
| 5 a. | Explain the procedure followed in development of new product. | 8 |
| | b. With a neat sketch explain product life cycle. | 8 |
| | c. Write a note on the following : | |
| | i) Product Line | 4 |
| | ii) Product Mix. | |
| 6 a. | What are the features of a good brand? | 7 |
| | b. Define Packaging. What are its functions? | 7 |
| | c. What are the advantages of labeling? | 6 |
| 7 a. | List and explain factors affecting pricing decisions. | 9 |
| | b. What is pricing? Explain any two kinds of pricing. | 6 |
| | c. Suggest distribution channel for the following product : | 5 |
| | i) Soap ii) Motor cycle. | |
| 8 a. | List the advertising objectives. | 7 |
| | b. Explain the different types of advertising media. | 7 |
| | c. What are the objectives of personal selling? | 6 |