

**D 41369**

Name.....

Reg. No.....

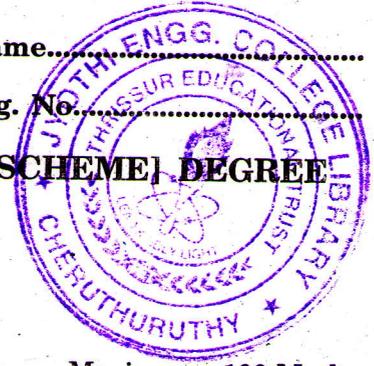
**EIGHTH SEMESTER B.TECH. (ENGINEERING) [2014 SCHEME] DEGREE  
EXAMINATION, APRIL 2018**

Mechanical Engineering

ME 14 804 A—MARKETING MANAGEMENT

Time : Three Hours

Maximum : 100 Marks



**Part A**

*Answer any eight questions.*

1. Briefly explain the essence of marketing management.
2. Discuss about societal marketing concepts.
3. What are the variable controllable factors of marketing environment ?
4. Briefly discuss about market oriented strategic planning.
5. Confer about division strategic planning.
6. Discuss the need of market research.
7. Write the significance of psychological factors.
8. Write short notes on : Buyer behavior.
9. Briefly explain the marketing communications.
10. Write short notes on : Sales promotion.

(8 x 5 = 40 Marks)

**Part B**

11. What is marketing environment ? Enumerate different marketing environment factors.  
*Or*
12. With neat sketch explain the Holistic marketing dimensions.
13. Discuss the various strategic planning carried out at different levels of the organization.  
*Or*
14. Explain the concept of marketing mix and describe various factors that determine it.
15. With neat sketch explain the ninety type of demand measurement.  
*Or*
16. Explain the Multiple-Factor Index model used in market research.
17. Discuss the eight major modes of marketing communications mix.  
*Or*
18. Confer the term : (i) Promotional tool. (ii) Advertising.

(4 x 15 = 60 marks)