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(Pages : 2)

Reg. No.....

Name.....

B.TECH. DEGREE EXAMINATION, MAY 2014

Seventh Semester

Branch : Mechanical Engineering

ME 010 706-L04—SALES AND MARKETING MANAGEMENT (Elective—II) (ME)

(Improvement/Supplementary)

[2010 Admissions]

Time : Three Hours

Maximum : 100 Marks

Part A

Answer all questions.

Each question carries 3 marks.

1. Explain simple projection method.
2. What are the scopes of strategic planning ?
3. List the four distinct stages in PLC.
4. Explain the term "Youth Market".
5. Explain basic selling style.



(5 × 3 = 15 marks)

Part B

Answer all questions.

Each question carries 5 marks.

6. Explain product concept.
7. What is SWOT analysis ?
8. Explain international marketing.
9. Explain the major factors affecting consumer-buyer behaviour.
10. Explain pre-sales and after-sales services.

(5 × 5 = 25 marks)

Turn over

Part C

Answer all questions.

Each full question carries 12 marks.

11. Explain the five distinct concepts of marketing.

Or

12. Explain the need and advantages of sales forecasting.

13. Illustrate the basic framework of decision support system for marketing.

Or

14. Explain the basic tasks in strategic planning.

15. Sketch and explain the typical product life cycle.

Or

16. Explain online marketing with a suitable example.

17. Explain purchasing processes for a typical product.

Or

18. Explain :

(i) Economic model.

(ii) Learning model.

(iii) Psycho-analytical models.

19. Explain the recruitment, selection and training of sales personnel.

Or

20. Write a note on sales force management.

(5 × 12 = 60 marks)