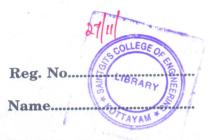
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# **B.TECH. DEGREE EXAMINATION, NOVEMBER 2014**

## Seventh Semester

Branch: Mechanical Engineering

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

(New Scheme - 2010 Admission onwards)

[Regular/Supplementary]

Time: Three Hours

Maximum: 100 Marks

### Part A

Answer all questions.

Each question carries 3 marks.

- 1. Write four P's of marketing.
- 2. Brief strategic business unit.
- 3. What is meant by product life-cycle?
- 4. Brief "Buying center concept".
- 5. What are the goals in sales management?

 $(5 \times 3 = 15 \text{ marks})$ 

## Part B

Answer all questions.

Each question carries 5 marks.

- 6. Explain Delphi method.
- 7. Explain strategic business unit.
- 8. Explain product development idea generation.
- 9. Explain Buyer behaviour model.
- 10. Brief the theories of basic selling styles.

 $(5 \times 5 = 25 \text{ marks})$ 

#### Part C

Answer all questions.

Each question carries 12 marks.

11. Explain Time Series Analysis.

Or

12. Differentiate marketing and selling.

Turn over

13. What is SWOT analysis? Explain.

Or

- 14. Explain marketing decision support systems.
- 15. Explain the four distinct steps in product life-cycle.

Or

- 16. "Ball pens are to be developed by a company". Explain the steps in research development and testing.
- 17. What are the cultural, social and personal factors that affect buying.

Or

- 18. What are the factors influence buyer behaviour? Explain.
- 19. Explain the term:
  - (a) In company vs. External training.
  - (b) Individual vs. Group training.

Or

20. Explain the main tasks involved in sales management.

 $(5 \times 12 = 60 \text{ marks})$ 

