

F 3405

(Pages : 2)

Reg. No.....

Name.....



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 × 3 = 15 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 × 5 = 25 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 × 12 = 60 marks)

