G 1125   (Pages : 2)   Reg. No.............................

                                   Name.................................

B.TECH. DEGREE EXAMINATION, MAY 2015

Seventh Semester

Branch : Mechanical Engineering

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

(New Scheme – 2010 Admission onwards)

[Improvement/Supplementary]

Time : Three Hours   Maximum : 100 Marks

Part A

Answer **all** *questions.*

Each question carries 3 marks.

1. What is sales?

2. Define SUB.

3. Define Product.

4. What is buying center?

5. Write the importance of sales management.

(5 × 3 = 15 marks)

Part B

Answer **all** *questions.*

Each question carries 5 marks.

6. Explain marketing management in detail.

7. In what ways strategic planning will help in marketing?

8. Define International Marketing.

9. How customer will take decision in marketing processes?

10. Explain personal selling situation.

(5 × 5 = 25 marks)

Part C

Answer all questions.

Each question carries 12 marks.

11. Explain marketing segmentation. In what ways competition arises in marketing environment?

Or

12. Discuss sales functionality in detail.

13. Explain SUB in detailed Analysis.

Or

14. Explain the functionality of decision support system.

15. In what ways testing conjoint analysis will help in the concept of development?

Or

16. Write the differences between relationship over line marketing.

17. Explain consumer decision-making process in detail.

Or

18. Discuss organizational buying behaviour, in detail.

19. Write a short note on :

    (a) Sales territory.

    (b) Theories of selling.

Or

20. Explain evolution of sales management.

(5 × 12 = 60 marks)