

APJ Abdul Kalam Technological University
Ernakulam II Cluster
First Semester M.Tech Degree Examination December 2017

Time: 3 hrs

Max. Marks: 60

05ME 6413- MARKETING AND CONSUMER BEHAVIOUR

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|------|---|------------|
| I. | Module 1 | 12 Marks |
| | a) Differentiate between selling concept and marketing concept? | (3 marks) |
| | b) What are the major trends in demographic environment in India? | (3 marks) |
| | c) Explain the concepts of product mix with examples? | (6 marks) |
| II. | Module 2 | 12 Marks |
| | a) What is online E-commerce? How has technology influenced the Global competition? | (3 marks) |
| | b) Illustrate with example the effect of liberalization and Globalization on Marketing planning process? | (3 marks) |
| | c) With the help of a flowchart, describe the Strategic Marketing Decision Process? | (6 marks) |
| III. | Module 3 | 18 Marks |
| | a) What are the pricing strategies available for new product pricing? | (8 marks) |
| | b) What do you mean by the term Product Life Cycle (PLC)? Explain the stages of PLC. Find out in which stage of PLC are the followed product in India, and suggest suitable marketing strategies for each: Tooth Powder, Micro-wave Ovens, Bicycles, VCR? | (10 marks) |
| OR | | |
| IV. | a) “Packaging acts as a silent salesman”-justify? | (8 marks) |
| | b) Trace the stages of a PLC and the marketing strategies relevant to each stage? | (10 marks) |

V.

Module 4

18 Marks

- a) What do you mean by market segmentation? Explain the basis for segmentation with examples? (8 marks)
- b) What is consumer behavior? Elaborate the different types of purchase behavior in the purchase of a product, giving suitable examples? (10 marks)

OR

VI.

- a) Enumerate different characteristics of industrial markets and consumer markets? (8 marks)
- b) Explain the stages of consumer buyer decision process? (10 marks)