



REGISTRATION NUMBER

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SRINIX COLLEGE OF ENGINEERING

1ND INTERNAL EXAMINATION-2021-22

Subject-MM

Semester-7th

Branch-CIVIL

Full Mark-60

Time-2.00Hrs

ANSWER ALL QUESTIONS (PART-A)

[2X10=20]

1. What do you mean by marketing myopia
2. Differentiate between Marketing & Selling
3. Define Marketing as exchange process.
4. Explain micro and macro marketing environment with examples.
5. Enumerate two major factors contributing to market competition.
6. What do you mean by data mining
7. Explain Marketing Mix
8. Define the term Brand Equity & Co-Branding.
9. Define PLC
10. Define the term “market positioning” in context to a consumer product.

ANSWER ANY FOUR QUESTIONS (PART-B)

[5X4=20]

1. Explain the benefits of Management Information System (MIS) ?
2. Differentiate between Exploratory Research and descriptive research?
3. Explain the organizational buying process?
4. Differentiate between horizontal and vertical integration of firm?
5. Explain the prime factors for identifying market competition?

ANSWER ANY TWO QUESTION (PART-C)

[10X2=20]

1. Explain "Porters Five forces model" with references to a FMCG products?
2. What is Consumer Behaviour? Explain the Consumer Decision-Making Process in details.

-----BEST OF LUCK-----