



REGISTRATION NUMBER

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SRINIX COLLEGE OF ENGINEERING

2ND INTERNAL EXAMINATION-2018-19

Subject-MM

Semester-5TH

Branch-MECH+CIVIL

Full Mark-50

Time-2.00Hrs

ANSWER ALL QUESTIONS (PART-A)

[2X10=20]

1. Define the term Brand Equity & Co-Branding.
2. Define PLC
3. Define the term “market positioning” in context to a consumer product.
4. What do you mean by short-term forecasting tools
5. What do you mean by data mining
6. Explain Marketing Mix
7. Differentiate between consumer products and business products
8. Enumerate the sequential steps of an effective market research?
9. Define Distribution Channel?
10. Define return-on-investment?

ANSWER ANY THREE QUESTIONS (PART-B)

[6X3=18]

1. Explain Target Market Strategies?
2. Define Product Mix and discuss its dimensions?
3. Define Product Life Cycle (PLC) as a marketing tool?
4. Outline the various stages in new product development ?

ANSWER ANY ONE QUESTION (PART-C)

[12X1=12]

1. What is Demand Forecasting? Discuss the different methods usually used in forecasting market demand.
2. Explain the factors affecting the pricing decisions for a product? Describe the procedure for setting the price of a firm.

*****ALL THE BEST*****