SRINIX COLLEGE OF ENGINEERING

1ST INTERNAL EXAMINATION-2019-20

Subject-**MM**   Semester-**5TH**   Branch-**MECH+CIVIL**

Full Marks-**50**   Time-**2.00Hrs**

ANSWER ALL QUESTIONS (PART-A)   **[2X5=10]**

Q.1. Explain Micro and Macro marketing environment with examples?

Q.2. Enumerate two major factors contributing to market competition?

Q.3. What do you mean by Marketing Myopia?

Q.4. What do you mean by Data mining?

Q.5. Differentiate between Marketing & Selling?

Q.6. Define Marketing as exchange process?

Q.7. Define Competitive Advantage?

Q.8. Enumerate the sequential steps of an effective market research?

Q.9.Define Consumer behavior?

Q.10. Define Market Segmentation?

ANSWER ANY THREE QUESTIONS (PART-B)   **[6X3=18]**

Q.1. Explain the prime factors for identifying market competition?

Q.2. Explain the different functions of marketing?

Q.3. Explain the different bases of market segmentation?

Q.4. Write a note on Data Mining And Data Warehouse?

ANSWER ANY ONE QUESTION (PART-C)   **[12X1=12]**

Q.1. Explain "Porters Five Forces Model" with references to a FMCG product?

Q.2.What is Consumer Behaviors? Explain the Consumer Decision-Making Process in details.