



REGISTRATION NUMBER

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SRINIX COLLEGE OF ENGINEERING

1ST INTERNAL EXAMINATION-2017-18

Subject-**MM**

Semester-**8TH**

Branch-**MECH+CIVIL**

Full Mark-**30**

Time-**1.30Hrs**

ANSWER ALL THE QUESTIONS (PART-A)

[2X5]

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?

ANSWER ANY TWO QUESTIONS (PART-B)

[10X2]

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

Q.2. what is Consumer Behaviour? Explain the Consumer Decision-Making Process in details.

Q.3. Explain the prime factors for identifying market competition?