Code No. 9106
FACULTY OF MANAGEMENT

MBA III – Semester Examination, May/June 2017

Subject: Marketing Engineering

Elective - Marketing

Course No. 3.6.3 (M)

Time: 3 Hours   Max. Marks: 80

Note: Answer all the questions.

PART – A (10x2 = 20 Marks)
[Short Answer Type]

1   Write short notes on the following:
   a) Arrow Model
   b) Preference Maps
   c) Economic Time Value
   d) Syntax Approach
   e) Advertising Budget
   f) Promotional effects model
   g) Judgment method
   h) Targeting
   i) Causal methods
   j) Mathematical model

PART – B (5x12 = 60 Marks)
[Essay Answer Type]

2   a) Define Customer Value. Explain different approaches to customer value.
                                          OR
     b) Explain Key concepts of marketing engineering.

3   a) Define Segmentation. Explain different forecasting methods.
                                          OR
     b) What is Product Life cycle? Explain product forecasting models.

4   a) Define concepts of Response model. Explain various qualities of response model.
                                          OR
     b) Examine the need and significance of aggregate response model.

5   a) What is Strategic Market Analysis? Explain the Rao and Miller Model.
                                          OR
     b) Explain Steps in Ad Design.

6   a) What is Gravity model? Explain the basis for differential pricing.
                                          OR
     b) Explain the promotional types and targets in promotional effects model.
                                          ****