

--	--	--	--	--	--	--	--	--	--



P.E.S. College of Engineering, Mandya - 571 401
 (An Autonomous Institution affiliated to VTU, Belgaum)
Seventh Semester, B.E. - Industrial and Production Engineering
Semester End Examination; Dec - 2016/Jan - 2017
Principles of Marketing

Time: 3 hrs

Max. Marks: 100

Note: Answer FIVE full questions, selecting ONE full question from each unit.

UNIT - I

- 1 a. Explain with the help of a block diagram, the model of a marketing process. 6
 b. Explain briefly with the help of an example the concept of 4p's of marketing mix. 6
 c. Describe the micro environmental factors that affect the company's ability to serve its customers. 8
- 2 a. Explain with the help of a block diagram, the marketing information system. 10
 b. Outline the steps in the marketing research process with a suitable illustration. 10

UNIT - II

- 3 a. Discuss the characteristics affecting consumer buyer behavior with suitable example. 10
 b. Discuss any two major influences on business buyer behavior. 10
- 4 a. Explain the concepts of market segmentation with suitable examples. 10
 b. Explain the following types of buying decision behavior :
 i) Complex buying behavior 10
 ii) Dissonance reducing buying behavior.

UNIT - III

- 5 a. Explain the concept of product line and product mix with suitable case examples. 10
 b. Explain the various types of packaging used to market the products with suitable example. 10
- 6 a. Explain with suitable example, product life cycle strategies adopted in marketing. 10
 b. Explain briefly with suitable example branding and labeling. 10

UNIT - IV

- 7 a. Explain the following new product pricing strategies with a suitable example :
 i) Market skimming pricing 12
 ii) Market penetration pricing
 iii) Product bundle pricing.
- b. Explain briefly the consumer marketing channels used in marketing the product. 8
- 8 a. Explain the concept of value based versus cost based pricing with suitable example. 10
 b. Explain the major logistics functions adopted in effective distribution of the product and services with suitable examples. 10

UNIT - V

- 9 a. Discuss the procedure of developing advertising strategy with suitable example. 10
- b. Discuss the benefits of direct marketing with critical examples. 10
- 10 a. Explain with suitable example the concept of sales promotion with its effectiveness in marketing. 10
- b. Explain the concept of personal selling and its advantages in marketing of new technological product. 10

* * *