



P.E.S. College of Engineering, Mandya - 571 401

(An Autonomous Institution affiliated to VTU, Belagavi)

Seventh Semester, B.E. - Industrial and Production Engineering

Semester End Examination; Dec - 2017 / Jan - 2018

Principles of Marketing

Time: 3 hrs

Max. Marks: 100

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

UNIT - I

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| 1 a. | “Marketing begins before production and ends after production” Discuss. | 5 |
| | b. Explain the external macro-environmental factors that can influence a company marketing system. | 12 |
| | c. Define marketing. | 3 |
| 2 a. | What are the 4P’s of marketing mix? Discuss about them. | 10 |
| | b. Explain the stages in the evolution of marketing. | 10 |

UNIT - II

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| 3 a. | In a consumer market, explain different stages of buying decision process. | 10 |
| | b. Discuss the economic factors which affects the buyers behavior. | 10 |
| 4 a. | List and explain characteristics of business market demand. | 10 |
| | b. Explain buyer behavior model. | 10 |

UNIT - III

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| 5 a. | List the types of product mix strategies explain any three of them. | 10 |
| | b. Sketch the major stages in the new product development process. | 7 |
| | c. List the factors which influences product life decision. | 3 |
| 6 a. | Define product life cycle. Predict the life cycle for “Lap-top computer”. | 8 |
| | b. Mention the brand name of one of the product which you like? Why do you like it? | 6 |
| | c. List the functions of packaging. | 6 |

UNIT - IV

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| 7 a. | Explain the external factors and internal factors which influences pricing decisions. | 10 |
| | b. Distinguish clearly between the “Market skimming pricing” and “Market penetration pricing”. | 6 |
| | c. Narrate the importance of price. | 4 |
| 8 a. | “One of the major assets of a firm is its channel of distribution” Discuss. | 4 |
| | b. Explain the factors affecting the choice of a suitable channel of distribution. | 12 |
| | c. Explain the types of channels of distribution. | 4 |

UNIT - V

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| 9 a. | Discuss briefly the use and objectives of advertising. | 8 |
| b. | Recommend the suitable advertising media for the “Marketing of industrial goods”. Defend your recommendation. | 8 |
| c. | “Salesman are born and not made”. Discuss. | 4 |
| 10 a. | Explain the objectives of personal selling. | 6 |
| b. | Mention the types of salesmen. | 6 |
| c. | List the benefits of direct marketing to buyers. | 8 |

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