



## 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

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