



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. - 2019

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. Mention the Micro and Macro environmental factors affecting marketing. Explain any two each from Macro and Micro environmental factors. 10
- b. Explain the concept of marketing mix. Explain the concept with suitable examples. 10
- 2 a. Explain with the help of a block diagram, the marketing information system and highlight its uses in marketing. 10
- b. Explain with the help of a block diagram, the steps of marketing research and discuss its use in marketing. 10

UNIT - II

- 3 a. Mention the various characteristics influencing consumer behaviors. Explain in detail any two factors with the help of examples. 10
- b. Explain the following concepts of marketing:
 - i) Market Segmentation 10
 - ii) Market Targeting
- 4 a. Explain the characteristics of business buying behavior with suitable example. 10
- b. Explain the E-Procurement business buying process with suitable example. 10

UNIT - III

- 5 a. Explain the concept of product line and product mix with suitable examples and discuss its use in taking decisions. 10
- b. Explain with the help of a graph, the product life cycle and its use in marketing with suitable example. 10
- 6 a. Explain the concept of branding strategy and discuss the strategy adopted in building strong brands with suitable example. 10
- b. Explain the concept and effects of packaging and labeling in marketing with suitable example. 10

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UNIT - IV

- 7 a. Explain the concept of skim the cream pricing and penetrative pricing in marketing and briefly discusses the factors to be considered in fixing the prices. 10
- b. Discuss the methods adopted in initiating and responding to price changes with suitable example and briefly discuss factors influencing pricing decision. 10
- 8 a. Explain the various channels of marketing. Discuss the concept in detail. 10
- b. Explain the concept of marketing logistics and supply chain management with suitable example. 10

UNIT - V

- 9 a. Explain the various modes of advertising adopted by marketing department. Explain with suitable examples. 10
- b. Explain the benefits of direct and online marketing with suitable examples. 10
- 10 a. Explain the concept of personal selling and explain role of sales force. 10
- b. Explain with suitable examples, the sales promotion initiatives adopted by marketer in promoting their product. 10

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