U.S.N					

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; Jan. / Feb. - 2021 Principles of Marketing

Time: 3 hrs Max. Marks: 100

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

UNIT - I

	01411 - 1								
1 a.	Define marketing management and explain the five competing concepts in	12							
	marketing activity.	12							
b.	Briefly explain the four corporate strategic planning activities.								
2 a.	List and explain marketing intelligence system.								
b.	Analyze the marketing opportunities with a marketing research process.	10							
	UNIT - II								
3 a.	Explain the effect of social factors on consumer behavior.								
b.	Roles played by people in a buying decision? Explain.								
4 a.	Explain the organizational factors which influence the business buyer.								
b.	What are the major influences on business buyer? Briefly explain.								
	UNIT - III								
5 a.	With a neat diagram, summarize the trends of product.	10							
b.	Explain the various attributes of product.								
6 a.	Explain the following with examples:								
	i) Brand ii) Brand Name	15							
	iii) Brand Mark iv) Trade Name v) Copyright								
b.	List the factors which contribute to packaging giving use as a marketing tool.	5							
	UNIT - IV								
7 a.	Describe the pricing discounts and allowances.								
b.	Three types of price cuts companies usually initiate. Explain.								
8 a.	Explain the functions of members who are performing in marketing channels.								
b.	List and explain the roles played by individual firms in a channel.	10							
	UNIT - V								
9 a.	Explain the factors considered when setting the advertising budget.								
b.	List and explain the activities of PR department which do direct product support.								
10 a.	With a neat diagram, explain the major steps on effective selling.								
b.	List the briefly explain the benefits of online marketing.								