



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

(An Autonomous Institution affiliated to VTU, Belagavi)

**Sixth Semester, B.E. - Industrial and Production Engineering**

**Semester End Examination; July / Aug. - 2022**

**Principals of Marketing**

Time: 3 hrs

Max. Marks: 100

### Course Outcomes

The Students will be able to:

CO1: Understanding the marketing and its management and Marketing Information System.

CO2: Describing the distinguished the customer and business Markets and their behavior.

CO3: Explaining a product, service and related strategies.

CO4: Proposing pricing and distribution strategies.

CO5: Composing the suitable promotion system and using the online marketing system.

**Note:** I) PART - A is compulsory. Two marks for each question.

II) PART - B: Answer any **Two** sub questions (from a, b, c) for a Maximum of **18 marks** from each unit.

Q. No.	Questions	Marks	BLs	COs	POs
<b>I : PART - A</b>		<b>10</b>			
I a.	Briefly explain the core concept of marketing.	2	L1	CO1	PO1
b.	Explain five stage model of buying process.	2	L1	CO2	PO1
c.	Explain sales and profit life cycles.	2	L1	CO3	PO1
d.	Briefly explain the selecting process of a pricing method.	2	L1	CO4	PO1
e.	List the marketing channel function and flow.	2	L1	CO5	PO1
<b>II : PART - B</b>		<b>90</b>			
<b>UNIT - I</b>		<b>18</b>			
1 a.	With a neat figure explain evolving views of marketing's role in the company.	9	L2	CO1	PO1
b.	With block diagram explain the business strategic planning process.	9	L1	CO1	PO1
c.	Explain 4 ways of achieving marketing intelligence system with example.	9	L2	CO1	PO1
<b>UNIT - II</b>		<b>18</b>			
2 a.	Explain 60's of the market place with example.	9	L1	CO2	PO1
b.	Explain 3 perceptual processes with respect to different perceptions.	9	L2	CO2	PO1
c.	With block diagram analyze customer market and buyer behavior.	9	L1	CO2	PO1
<b>UNIT - III</b>		<b>18</b>			
3 a.	With 7 steps explain product relation to other products with examples.	9	L2	CO3	PO1
b.	With neat sketch explain Brand-Quality Strategies and profitability.	9	L2	CO3	PO1
c.	List 4 factors and explain the packaging's growing use as a marketing tool	9	L2	CO3	PO1
<b>UNIT - IV</b>		<b>18</b>			
4 a.	Explain 9 marketing mix strategies on Price/ Quality with example.	9	L2	CO4	PO1
b.	With example explain the concept of price discount and allowance.	9	L3	CO4	PO2
c.	Lift and briefly explain the marketing channel function and flows.	9	L2	CO4	PO1

**UNIT - V**

**18**

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|--------------------------------------------------------------------------|---|------------|
| 5 a. With block diagram explain the communication process.               | 9 | L2 CO5 PO1 |
| b. With examples develop the sales promotion program of a consumer good. | 9 | L2 CO5 PO1 |
| c. Explain briefly the major tools in public relations.                  | 9 | L2 CO5 PO1 |

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