



## 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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