

**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; August - 2023****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
I : PART - A		10			
1 a.	Explain customer needs, wants and demands.	2	L1	CO1	PO1
b.	Explain market segmentation.	2	L1	CO2	PO1
c.	What is service Perishability?	2	L1	CO3	PO1
d.	Explain competition based pricing.	2	L1	CO4	PO1
e.	Mention benefits of direct marketing to buyers.	2	L1	CO5	PO1
II : PART - B		90			
UNIT - I		18			
2 a.	Distinguish between selling and marketing concept.	9	L2	CO1	PO2
b.	Explain the marketing SWOT analysis.	9	L1	CO1	PO1
c.	Outline the marketing information system.	9	L1	CO1	PO1
UNIT - II		18			
3 a.	Explain the different types of buying behavior.	9	L1	CO2	PO1
b.	Sketch the model of business buyer behavior.	9	L2	CO2	PO2
c.	Explain E-procurement and mention its benefits.	9	L1	CO2	PO1
UNIT - III		18			
4 a.	Explain the various characteristics of services.	9	L2	CO3	PO2
b.	What are the essentials of a good brand name?	9	L2	CO3	PO2
c.	Explain the functions of packaging.	9	L1	CO3	PO1

UNIT - IV

18

- 5 a. Explain the various types of geographic pricing. 9 L1 CO4 PO1
- b. Distinguish between conventional marketing channels and vertical marketing systems. 9 L2 CO4 PO2
- c. Briefly explain the functions of the different types of logistics. 9 L2 CO4 PO2

UNIT - V

18

- 6 a. With a block diagram, explain the major advertising decisions. 9 L1 CO5 PO1
- b. Mention the different objectives of sales promotion. 9 L1 CO5 PO1
- c. Explain the different types of online domains. 9 L1 CO5 PO1

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