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**Presidency University**

**Bengaluru**

**School of Management**

**Summer Term End-Term Examination - August 2024**

**Date**: 07-08-2024

**Time**: 9.30 AM to 12.30 PM

**Max Marks**: 100

**Weightage**: 50%

**Semester**: IV

**Course Code**: MGT2020

**Course Name**: Marketing Fundamentals for Engineers

**Department:** SOE

**Instructions:**

1. *Read all the questions carefully and answer accordingly.*
2. *Do not write any information on the question paper besides the roll number.*
3. *The question paper consists of 3 parts.*

**PART A**

**Answer any 10 Questions. Each question carries 3 marks. (10Qx 3M= 30)**

1. Define the concepts of needs, wants, and demands in the context of marketing. Provide examples to illustrate each. (CO:01) [Knowledge]
2. What are the primary objectives of setting a price for a product? (CO:03) [Knowledge]
3. Describe the key components of the marketing mix (4Ps) and their importance in developing a marketing strategy. (CO:01) [Knowledge]
4. What is Integrated Marketing Communications (IMC), and why is it important? (CO:04) [Knowledge]
5. Differentiate between skimming and penetration pricing strategies. (CO:03) [Knowledge]
6. What are consumer goods? Classify consumer goods with examples. (CO:02) [Knowledge]
7. Describe the role of advertising in the promotion mix. (CO:04) [Knowledge]
8. Briefly describe the steps involved in setting a price for a new product. (CO:03) [Knowledge]
9. Explain the concept of branding. What are the primary benefits of branding for companies? (CO:02) [Knowledge]
10. Explain the concept of channel conflict and provide two common reasons for its occurrence. (CO:01) [Knowledge]

1. Describe the stages of the Product Life Cycle (PLC). What are the typical characteristics of each stage? (CO:02) [Knowledge]
2. Explain the purpose of direct marketing within the promotional mix. (CO:04) [Knowledge]

**PART B**

**Answer any 4 Questions. Each question carries 10 marks. (4Qx 10M= 40)**

1. Analyze the impact of e-commerce on traditional retailing. Provide examples of companies that have successfully integrated e-commerce into their business models. (CO:04) [Application]
2. Evaluate the pros and cons of using social media marketing for a small business. Provide examples to support your points. (CO:03) [Application]
3. Design a packaging and labelling strategy for a new organic food product. Explain how these elements will contribute to its market success. (CO:02) [Application]
4. Analyze how a company has successfully integrated digital marketing into its overall IMC strategy. Discuss the specific tools and channels used. (CO:04) [Application]
5. Design a sales promotion strategy for a retail store aiming to increase foot traffic. Explain how this strategy fits into the overall promotional mix. (CO:03) [Application]
6. Discuss the steps involved in developing a promotional plan for a new product launch. (CO:04) [Application]

**PART C**

**Answer the following Questions. (2Qx 15M= 30)**

1. Evaluate the effectiveness of a company's marketing mix strategy (4Ps) for a new environmentally friendly product. Discuss how each element contributes to the product's success or failure in the market. (CO:01) [Analysis]
2. Evaluate the challenges and strategies involved in managing a sales force in a multinational company. Discuss how cultural differences, technological advancements, and market dynamics impact sales management. Use examples to illustrate your points. (CO:04) [Analysis]