PRESIDENCY UNIVERSITY

BENGALURU

School of Engineering

Mid - Term Examinations - November 2024

Semester: VII   **Date**:4-11-2023

Course Code: MGT2020   **Time**: 11:45am – 01:15pm

Course Name: Marketing Fundamentals for Engineers   **Max Marks**: 50

Program: B. Tech   **Weightage**: 25%

Instructions:
(i) Read all questions carefully and answer accordingly.
(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2marks.   **2Mx5Q=10M**

1	What is a market?	2 Marks	Remembering	CO1
2	Compare & contrast: Needs and wants	2 Marks	Understanding	CO2
3	Define specialty products and provide an example	2 Marks	Remembering	CO1
4	What is demand with an example?	2 Marks	Remembering	CO4
5	List the characteristics of "Brand Management"	2 Marks	Remembering	CO4

Part B

Answer ALL Questions. Each question carries 10 marks.   **4QX10M=40M**

6	**6a**	Define marketing mix	2 Marks	Remembering	CO1
	6b	Elaborate the 4Ps of marketing	3 Marks	Understanding	CO1
	6c	Choose which is the most important P in marketing and justify.	5 Marks	Applying	CO3

Or

7	7a	What are the natures of the marketing environment	2 Marks	Remembering	CO1
	7b	Outline the micro and macro environments	3 Marks	Understanding	CO1
	7c	Identify whether micro or macro environments affect 4 Ps of marketing	5 Marks	Applying	CO3

8	8a	List the characteristics of "Product Concept"	2 Marks	Remembering	CO2
	8b	Identify the differences between marketing and selling philosophies	3 Marks	Understanding	CO3
	8c	Which marketing management philosophy do you believe is most relevant in today's digital age, and why?	5 Marks	Applying	CO5

Or

9	9a	What is the product lifecycle?	2 Marks	Remembering	CO2
	9b	Demonstrate the advantages of product line analysis.	3 Marks	Understanding	CO3
	9c	What are the marketing activities undertaken by the firms to manage the stages in product lifecycle?	5 Marks	Applying	CO5

10	10a	Who is referred to as a customer?	2 Marks	Remembering	CO2
	10b	Illustrate the factors influencing consumer buying behaviour	3 Marks	Understanding	CO2
	10c	Develop a consumer buying decision process model and justify	5 Marks	Applying	CO3

or

11	11a	Define market segmentation	2 Marks	Remembering	CO2
	11b	Explain the bases of market segmentation	3 Marks	Understanding	CO2
	11c	How do segmentation and targeting affect a company's brand positioning strategy?	5 Marks	Applying	CO3

12	12a	Recall the benefits of branding	2 Marks	Remembering	CO2
	12b	Show Amuls's brand building strategies	3 Marks	Understanding	CO4
	12c	"The art of marketing is the art of brand building. If you are not a brand, you are a commodity." Agree or disagree	5 Marks	Evaluating	CO5

or

13	13a	What is a product?	2 Marks	Remembering	CO2
	13b	What are the ways to translate a product into a brand?	3 Marks	Understanding	CO4
	13c	"Good marketing makes the company look smart. Great marketing makes the customer feel smart." Agree or disagree	5 Marks	Evaluating	CO5