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 **PRESIDENCY UNIVERSITY**

  **Bengaluru**

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| **End - Term Examinations – January 2025** |
| **Date:** 02 -01- 2025 **Time:** 09:30 am – 12:30 pm |

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| **School:** SOCSE | **Program:** CAI/CIT/CST /CDV/CBC/CBD |
| **Course Code :** MGT2020  | **Course Name:** Marketing Fundamentals for Engineers |
| **Semester**: VII  | **Max Marks**: 100  | **Weightage**:50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** |
| **Marks** | **20** | **20** | **30** | **30**  |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. (10 x 2Marks = 20Marks)** | **Bloom's Level**  | **CO** |

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| **1** | Define customer value.  | **2 Marks** | **Remember** | **CO1** |
| **2** | Who is called as the potential customer? | **2 Marks** | **Remember** | **CO1** |
| **3** | List out the characteristics of mass marketing.  | **2 Marks** | **Remember** | **CO1** |
| **4** | Compare & contrast: packing & packaging  | **2 Marks** | **Remember** | **CO2** |
| **5** | Who is known as the market leader?  | **2 Marks** | **Remember** | **CO2** |
| **6** | What is labelling?  | **2 Marks** | **Remember** | **CO2** |
| **7** | Recall the objectives of pricing.  | **2 Marks** | **Remember** | **CO3** |
| **8** | Find the difference between vertical and horizontal conflict. | **2 Marks** | **Remember** | **CO3** |
| **9** | Define pull promotion strategy.  | **2 Marks** | **Remember** | **CO3** |
| **10** | What AIDAS stands for?  | **2 Marks** | **Remember** | **CO4** |

**Part B**

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|  **Answer ALL the Questions. (5 x 7Marks = 35Marks)** | **Bloom's Level**  | **CO** |
| **6** | **a** | Outline the Maslow’s Hierarchy of Needs. | **7 Marks** | **Understand** | **CO1** |
| **Or** |
| **b** | Summarize the significance of market segmentation.  | **7 Marks** | **Understand** | **CO1** |

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|  **7** | **a** | Explain the different classifications of products.  | **7 Marks** | **Understand** | **CO2** |
| **Or** |
| **b** | Demonstrate the layers of product.  | **7 Marks** | **Understand** | **CO2** |

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| **8** | **a** | Illustrate the different types of retailers.  | **7 Marks** | **Understand** | **CO3** |
| **Or** |
| **b** | Explain the kinds and advantages of e-commerce**.**  | **7 Marks** | **Understand** | **CO3** |

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|  **9** | **a** | Show the difference between consumer and trade-oriented trade promotion.     | **7 Marks** | **Understand** | **CO4** |
| **Or**  |
| **b** | Compare and contrast public relation from publicity.   | **7 Marks** | **Understand** | **CO4** |

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|  **10** | **a** | Outline the types of direct marketing.  | **7 Marks** | **Understand** | **CO4** |
| **Or** |
| **b** | Explain the elements of digital marketing.    | **7 Marks** | **Understand** | **CO4** |

**Part C**

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| **Answer Any THREE Questions. Each question carries 15 marks. (3 x 15Marks = 45Marks)** | **Bloom's Level**  | **CO** |

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| **11** | Plan the marketing strategies to bridge the gap between needs and wants.  | **15 Marks** | **Apply** | **CO1** |
| **12** | If you were asked to rebranding a product, how’d you use Packaging & labeling to differentiate in a crowded market.  | **15 Marks** | **Apply** | **CO2** |
| **13** | Illustrate the different types of pricing and identify which is the best method to launch a new product in convenience product category.  | **15 Marks** | **Apply** | **CO3** |
| **14** | Apply Five “M’s” of advertising to develop a campaign for Byju’s.  | **15 Marks** | **Apply** | **CO4** |