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PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations - MAY/ JUNE 2025

Date: 04-06-2025

Time: 01:00 pm – 04:00 pm

School: SOCSE	Program: B. Tech CSE	
Course Code: MGT2020	Course Name: Marketing Fundamentals for Engineers	
Semester: IV	Max Marks: 100	Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	24M	24M	28M	24M	-

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 2 marks.

10Q x 2M=20M

1.	Define marketing.	2 Marks	L1	CO1
2.	State any two marketing management philosophies.	2 Marks	L1	CO1
3.	Name the four components that constitute the marketing mix.	2 Marks	L1	CO1
4.	Define Product Mix.	2 Marks	L1	CO2
5.	Outline brand equity and its importance in marketing.	2 Marks	L1	CO2
6.	Set forth skimming and penetration pricing strategies.	2 Marks	L1	CO3
7.	List two functions of marketing channels.	2 Marks	L1	CO3
8.	Enumerate the components of the promotional mix.	2 Marks	L1	CO4
9.	Give a brief overview of digital marketing.	2 Marks	L1	CO4
10.	State any two elements of Integrated Marketing Communication (IMC).	2 Marks	L1	CO4

Part B

Answer ALL the Questions. Each question carries 7 Marks.

Total Marks 35M

11.	a.	Explain any four marketing management philosophies with examples.	07 Marks	L2	CO 1
Or					

12.	a.	Describe the marketing environment and its types.	07 Marks	L2	CO 1
13.	a.	Discuss the stages of Product Life Cycle with a suitable product example	07 Marks	L2	CO 2
Or					
14.	a.	Examine the different dimensions of product mix.	07 Marks	L2	CO 2
15.	a.	State the different types of pricing strategies? Illustrate with examples.	07 Marks	L2	CO 3
Or					
16.	a.	Explain the reasons for channel conflict and how it can be resolved in distribution.	07 Marks	L2	CO 3
17.	a.	Elaborate on the components of Integrated Marketing Communication.	07 Marks	L2	CO 4
Or					
18.	a.	Write a short note on sales promotion and direct marketing with examples	07 Marks	L2	CO 4
19.	a.	List the major components of the promotional mix?	07 Marks	L2	CO 4
Or					
20.	a.	Discuss how events and public relations help in building brand awareness.	07 Marks	L2	CO 4

Part C

Answer any Three Questions. Each question carries 15 marks

3Q x 15M=45M

21.	a.	Case Study: A tech startup wants to launch a new smart home device in India. Draft a suitable marketing mix (4Ps) for them. Justify your recommendations.	15 Marks	L3	CO 1
22.	a.	Identify and explain branding strategies that Apple Inc. uses. Evaluate their effectiveness in customer loyalty.	15 Marks	L4	CO 2
23.	a.	Case Study: A mid-size FMCG company is struggling to set a price for a new organic soap. Discuss the steps in pricing and suggest a suitable strategy.	15 Marks	L3	CO 3
24.	a.	Discuss how Zomato or Swiggy uses digital and social media platforms to promote their services. Provide insights using IMC tools.	15 Marks	L4	CO 4