

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

G9H'5

**SCHOOL OF ENGINEERING
END TERM EXAMINATION - JAN 2024**

Semester : Semester V - 2021

Course Code : MGT2020

Course Name : Sem V - MGT2020 - Marketing Fundamentals for Engineers

Program : B.Tech. Computer Science and Engineering

Date : 03-JAN-2024

Time : 9:30AM - 12:30 PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

5 X 2M = 10M

1. Recall various types of markets with suitable examples.
(CO1) [Knowledge]
2. Describe three (3) types of environments that a marketing organization has to operate within.
(CO1) [Knowledge]
3. Define the term "Brand Equity" with a suitable example.
(CO2) [Knowledge]
4. Describe in brief, "Psychological Pricing" with suitable example.
(CO3) [Knowledge]
5. List the five (5) elements of "Promotional Mix".
(CO4) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

5 X 10M = 50M

6. All products pass through certain stages as per Product Life Cycle (PLC). With reference to this context, discuss the marketing strategies at each stage taking your own example of any product.
(CO2) [Comprehension]

7. In cost-based pricing, there are various classifications of costs/types of costs. About this context, explain the following with suitable examples:
(a) Fixed Costs; (b) Variable Costs; (c) Direct Costs; (d) Indirect Costs.
(CO3) [Comprehension]
8. Explain "Skimming Pricing" and "Penetration Pricing" with suitable examples.
(CO3) [Comprehension]
9. The AIDA model is based on four individual stages that attract interested parties who are deciding on a product or service. With reference to this context, answer the following questions:
(a) Identify the four (4) stages of of AIDA model.
(b) Explain this model with your o examples.
(CO4) [Comprehension]
10. Explain the factors to be considered by a company for choosing an ideal promotion mix.
(CO4) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

2 X 20M = 40M

11. There are various factors which influence the pricing decisions. Hence developing a proper pricing strategy becomes very important. Within this context, demonstrate the various steps in setting price, with suitable examples.
(CO3) [Application]
12. Marketing communications are the means by which firms attempt to inform, persuade, and remind consumers, directly or indirectly, about the products and brands they sell. With reference to this context, answer in detail, the following questions:
(a) Illustrate with the help of a neat sketch, an overview of the communication process.
(b) Demonstrate the steps in developing effective marketing communication, with suitable examples.
(CO4) [Application]