PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF ENGINEERING
MID TERM EXAMINATION - OCT 2023

Semester : Semester V - 2021
Course Code : MGT2020
Course Name : Sem V - MGT2020 - Marketing Fundamentals for Engineers
Program : CSE

Date : 30-OCT-2023
Time : 9:30AM - 11:00AM
Max Marks : 50
Weightage : 25%

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 (10 X 1 = 10M)

1. Label at least five (5) aspects highlighting the importance of Marketing.

   (CO1) [Knowledge]

2. Identify at least four (4) types of Personal Factors influencing consumer behavior.

   (CO1) [Knowledge]

3. Define: Needs, Wants, and Demands.

   (CO1) [Knowledge]

4. Recall different types of People that need to be marketed with suitable examples.

   (CO1) [Knowledge]

5. Recognize various types of organizations that need to be marketed with suitable examples.

   (CO1) [Knowledge]

6. Define the meaning of "Product" as per Philip Kotler.

   (CO2) [Knowledge]

7. Define "Conveniece Products" with suitable examples.

   (CO2) [Knowledge]

8. List the four (4) important dimensions of Product Mix.

   (CO2) [Knowledge]

9. Recall the definition of "Brand" according to Philip Kotler.

   (CO2) [Knowledge]

10. Recall the definition of "Product Life Cycle".

    (CO2) [Knowledge]

ANSWER ALL THE QUESTIONS   **(2 X 10 = 20M)**

11. Ramesh / Richa is your close friend and they approach you to help them buy a new laptop. With reference to this context, explain in detail various stages in the consumer buying decision process, with suitable examples.

(CO1) [Comprehension]

12. In today's world, nothing can be sold unbranded. With reference to this context, explain with suitable examples, all the advantages/benefits of a strong brand.

(CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION   **(1 X 20 = 20M)**

13. The presentation and packaging is everything. With reference to this context, answer the following questions:
     (a) Interpret the objectives of packaging with suitable examples.
     (b) Demonstrate seven (7) functions of Packaging with applicable examples.

(CO2) [Application]