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# PRESIDENCY UNIVERSITY BENGALURU

**Semester :** Semester V

**Course Code :** MGT2020

# SCHOOL OF ENGINEERING

**MAKE UP EXAMINATION - JULY 2024**

**Date :** 08-July-2024

**Time :** 1:30PM - 04:30 PM

**Course Name :** Marketing Fundamentals for Engineers

**Program :** B.Tech.

**Max Marks :** 100

**Weightage :** 50%

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Question paper consists of 3 parts.*
3. *Scientific and non-programmable calculator are permitted.*
4. *Do not write any information on the question paper other than Roll Number.*

**PART A**

**ANSWER ALL THE QUESTIONS 5 X 2M = 10M**

1. State five (5) types of Marketing Concepts, with suitable examples.
2. Recall various types of markets with suitable examples.
3. Recall the difference between a Product and a Brand, with suitable example.

(CO1) [Knowledge] (CO1) [Knowledge] (CO2) [Knowledge]

1. The price you see is not the price you pay. Within this context, define the term "Price" with a suitable example.
2. Define the term: "Advertising" with suitable examples.

(CO3) [Knowledge] (CO4) [Knowledge]

**PART B**

**ANSWER ALL THE QUESTIONS 5 X 10M = 50M**

1. 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]

1. Distinguish between "Value-based Pricing" and "Cost-based Pricing" with suitable examples.

(CO3) [Comprehension]

1. Pricing is very important as it generates revenue for the organization. With reference to this context, discuss in detail, the objectives of pricing along with suitable examples.

(CO3) [Comprehension]

1. For advertising to be successful, the marketing organization has to budget and spend a lot of money. With reference to this context, discuss the various factors to be considered for setting up an advertising budget.

(CO4) [Comprehension]

1. Sometimes, Direct Marketing is very successful for certain types of products. With reference to this context, answer the following questions:
	1. Identify at least five (5) types of direct marketing programs
	2. Explain the benefits of direct marketing

(CO4) [Comprehension]

**PART C**

**ANSWER ALL THE QUESTIONS 2 X 20M = 40M**

1. Various products/services need to be priced differently for different purposes. As a marketer, illustrate in detail, atleast four (4) pricing strategies with suitable examples.

(CO3) [Application]

1. A salesperson is an individual representing a company to customers by performing actions that build relationships. Regarding this context, answer in detail, the following questions:
	1. Illustrate the traits/qualities of a successful salesperson, with suitable examples.
	2. Show the knowledge a salesperson needs to possess to be successful

(CO4) [Application]