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PRESIDENCY UNIVERSITY BENGALURU

**SET-B**

SCHOOL OF ENGINEERING

**END TERM EXAMINATION – MAY/JUNE 2024**

**Semester :** Semester IV - 2022

**Course Code :** MGT2020

**Course Name :** Marketing Fundamentals for Engineers

**Program :** B.Tech. Computer Science and Engineering

**Date :** June 07, 2024

**Time :** 9:30 AM - 12:30PM

**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 ANY FOUR QUESTION 4Q X 5M=20M**

* 1. Define 'brand equity' and briefly explain its importance in brand management.
  2. Define Skimming Pricing Strategy with a suitable example of its application.

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

* 1. Recall the differences between "Cost Pricing" and "Value Pricing" with suitable examples.

(CO3) [Knowledge]

* 1. Describe the objectives of Pricing in Marketing.
  2. With the help of a neat sketch, describe the communication process.
  3. Recall the elements of Promotion Mix, with suitable examples.

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

**PART B**

**ANSWER ANY FOUR QUESTION 4Q X 10M=40M**

* 1. Describe atleast five (5) types of marketing concepts with suitable examples.

(CO1) [Comprehension]

* 1. Draw the PLC graph. Explain each phase in brief, and identify suitable examples of products which are in each category.

(CO2) [Comprehension]

* 1. A Marketing Channel system is a set of organizations making a product or service available for use or consumption. With reference to this context, answer the following questions with suitable examples.
     1. Explain five (5) functions of marketing channels.
     2. Identify the role and importance of marketing channels.

(CO3) [Comprehension]

* 1. (a) Define "Channel Level".

(b) With suitable examples, explain the various consumer marketing channels.

(CO3) [Comprehension]

* 1. Across various mediums, the company has to give messages about a product and service to the customers. With reference to this context and with suitable examples, answer the following:
     1. Define Integrated Marketing Communication (IMC).
     2. With the help of a neat diagram, show various elements of IMC.

(CO4) [Comprehension]

* 1. In order for the company to get the message about their product/service to the customers, there needs to be a marketing communication strategy. With reference to this context, identify and discuss the steps in developing effective marketing communication strategies.

(CO4) [Comprehension]

**PART C**

**ANSWER ANY TWO QUESTION 2Q X 20M=40M**

* 1. Write short notes on following with suitable examples.
     1. 5Ms of advertising
     2. Promotion mix
     3. Levels of marketing channels
  2. Write short notes on following with suitable examples.
     1. Needs, wants, and demand
     2. Segmentation, Targeting and Positioning
     3. 4Ps of marketing

(CO2) [Application]

(CO3) [Application]

* 1. Sometimes, products have to marketed directly to the customers, due to the nature of the products. With reference to this context, answer the following questions:
     1. Differentiate between Personal Selling and Direct Marketing with suitable examples.
     2. Explain atleast five (5) types of direct marketing programs with suitable examples.

(CO4) [Application]