

B.M.S. College of Engineering, Bengaluru-560019

Autonomous Institute Affiliated to VTU

May 2024 Semester End Make-Up Examinations

Programme: B.E.

Branch: Civil Engineering

Course Code: 20CV5HSBMS

Course: Basics of Marketing and Sales

Semester: V

Duration: 3 hrs.

Max Marks: 100

Instructions: 1. Answer any FIVE full questions, choosing one full question from each unit.
2. Missing data, if any, may be suitably assumed.

UNIT - I

- 1 a) Differentiate Needs, Wants and Demand with a suitable example? **03**
b) Examine the various concepts of marketing in detail. **07**
c) Elaborate the various components of micro and macro marketing environment? **10**

OR

- 2 a) Explain marketing research. **03**
b) Discuss societal marketing concept in detail quoting suitable examples. **07**
c) Elaborate the various components of micro marketing environment in detail. **10**

UNIT - II

- 3 a) Differentiate cost based and value-based pricing strategies? **03**
b) Examine the different variables for market segmentation? **07**
c) Classify the elements of the marketing communication mix in detail. **10**

UNIT - III

- 4 a) Explain personal selling with an example. **03**
b) Elaborate the selling process in detail with a suitable example of your choice. **07**
c) An effective Sales Manager requires unique skillsets and qualities. Discuss along with the responsibilities of a sales manager in detail. **10**

OR

- 5 a) Briefly explain different selling skills. **03**
b) Discuss the upcoming trends in sales management with examples. **07**
c) Elaborate the personal selling process in detail with examples. **10**

Important Note: Completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages. Revealing of identification, appeal to evaluator will be treated as malpractice.

UNIT - IV

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|---|--|----|
| 6 | a) Online and social media marketing will be the future for consumer markets, explain. | 03 |
| | b) Differentiate between click-only companies and click & Mortar Companies. | 07 |
| | c) Differentiate different online marketing domains in detail with examples. | 10 |

UNIT - V

7

CASE STUDY

4x5=20

Selecting the Message Source

- The firm's CEO (e.g. Richard Branson)
- A celebrity
- An expert (such as a dentist, accountant, scientist)
- A spokesperson (a person who becomes the 'face' of the firm by regularly doing all of the firm's promotions)
- A real customer (highlighting their use of the product)
- An actor/model (in an entertaining or product use ad only)
- The firm's employees
- A character (e.g. Ronald McDonald)
- Just the product/logo (no people in the ad)

Promotional Challenge

- a. Your firm wants to increase the sales of their fruit juices. Sales have been flat for a number of years. Your range of juices comes in a wider selection of unusual flavors, as compared to your competitors.
- b. Your firm has managed to produce the world's first truly effective 'toothpaste chewing gum'. As the name suggests, this chewing gum cleans teeth and eliminates the need to use toothpaste.
- c. You are involved in a campaign to help promote independent butcher (fresh meat) shops. They have lost a lot of business to the major supermarket chains. Your campaign needs to highlight the friendliness and the convenience of a local butcher.
- d. Your firm is trying to increase its share of the of kitchen appliance market (e.g. toasters, kettles, blenders). The plan is to build brand awareness and to highlight the reliability of the firm's products.

Question:

For each promotional challenge, identify a suitable message source from the above list. Justify why the message source you selected would be a suitable and credible approach along with appropriate promotional strategies you will adopt.
