

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

Autonomous Institute Affiliated to VTU

August 2024 Supplementary Examinations

Programme: B.E.

Semester: V

Branch: Civil Engineering

Duration: 3 hrs.

Course Code: 20CV5HSBMS

Max Marks: 100

Course: Basics of Marketing and Sales

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

UNIT – IV					
6	a)	Devise an online marketing strategy for creating awareness and selling a new Cement brand.	<i>CO 4</i>	<i>PO1</i>	10
	b)	Create an online marketing plan for an Educational Institution	<i>CO 4</i>	<i>PO2</i>	10
UNIT – V					
7		<p>Nike's "Just Do It" campaign, launched in 1988, became one of the most iconic advertising campaigns in history. The slogan inspired people to push their limits and embrace a can-do attitude. Nike used this campaign to position itself not just as a sportswear brand, but as a source of inspiration for athletes and everyday people.</p> <p>Results:</p> <ul style="list-style-type: none"> • Significant increase in sales and market share. • Enhanced brand identity and emotional connection with consumers. • Long-term impact on brand perception and customer loyalty. <p>Questions:</p> <ol style="list-style-type: none"> What psychological principles did Nike leverage in the "Just Do It" campaign? How did the campaign help Nike differentiate itself from competitors? Discuss the importance of emotional appeal in advertising. Evaluate the long-term impact of the "Just Do It" campaign on Nike's brand image. 	<i>CO 3</i>	<i>PO2</i>	20
