

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

Autonomous Institute Affiliated to VTU

August 2024 Supplementary 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.

| 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 – I | CO | PO | Marks |
|--|---|----|---|------|-----|-------|
| | 1 | a) | MAC is a manufacturer of personal care products for young adults. Elucidate the factors influencing consumer behavior in buying personal care products. | CO 1 | PO1 | 10 |
| | | b) | Elicit marketing challenges in the globalized economic scenario with examples. | CO 1 | PO1 | 10 |
| | | | OR | | | |
| | 2 | a) | 'It's no longer enough to satisfy a customer; you have to delight them' - Discuss your point of view. Also with a case study | CO 1 | PO1 | 10 |
| | | b) | What is Marketing Environment? Discuss Micro and Macro environments with examples | CO 1 | PO1 | 10 |
| | | | UNIT – II | | | |
| | 3 | a) | Elucidate the new product decisions that you need to take as a Marketing Manager for launching any product of your choice | CO 2 | PO1 | 10 |
| | | b) | What are the pricing strategies for existing and new products? Give relevant examples | CO 2 | PO1 | 10 |
| | | | UNIT - III | | | |
| | 4 | a) | You are the sales manager of a micro finance company. Discuss your roles and responsibilities and how you would build a team of 5 executives. | CO 2 | PO1 | 10 |
| | | b) | A spare part manufacturing company is looking to hire a B2B sales executive. You as the Sales manager, how do you recruit and select the right candidate with necessary skills and qualities for this role. | CO 2 | PO1 | 10 |
| | | | OR | | | |
| | 5 | a) | "Sales is the most challenging and rewarding activity" - justify | CO 2 | PO1 | 10 |
| | | b) | Elaborate the personal selling process in detail with examples. | CO2 | PO1 | 10 |

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|---|----|---|------------------|-----|----|--|
| | | | UNIT – IV | | | |
| 6 | a) | Devise an online marketing strategy for creating awareness and selling a new Cement brand. | CO 4 | PO1 | 10 | |
| | b) | Create an online marketing plan for an Educational Institution | CO 4 | PO2 | 10 | |
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| | | | 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. | CO 3 | PO2 | 20 | |
