

U.S.N.

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

Autonomous Institute Affiliated to VTU

January / February 2025 Semester End Main 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.

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)	Differentiate marketing with Sales? Discuss with an example.	CO 1	PO 1	10
		b)	Discuss marketing challenges in the globalized economic scenario with examples.	CO 1	PO 1	10
			OR			
	2	a)	Explain marketing management and marketing research with suitable illustrative examples	CO 1	PO 1	10
		b)	Discuss the parameters influencing on product production and product selling.	CO 1	PO 1	10
			UNIT - II			
	3	a)	Explain the different strategies on fixing prices for a newly developed products on comparing with existing products	CO2	PO 1	10
		b)	Discuss different types of market targeting strategies on newly launched products.	CO2	PO 1	10
			OR			
	4	a)	Explain different types of marketing mix modeling techniques.	CO2	PO 1	10
		b)	Discuss in detail the roles and responsibilities of channel members tasks in a promotion mix.	CO2	PO 1	10
			UNIT - III			
	5	a)	Explain the importance of sales management and trends in sales management.	CO2	PO 1	10
		b)	Discuss the roles and responsibilities of a sales manager.	CO2	PO 1	10

			OR			
	6	a)	Write a note on personal selling and selling process of newly launched products	CO2	PO 1	10
		b)	Discuss on different type of sales personnel in an organization.	CO2	PO 1	10
			UNIT - IV			
	7	a)	Device an online marketing strategy for selling nutritional health drink.	CO 4	PO 2	10
		b)	Is E-commerce better than personal selling? Justify your answer with suitable illustrative examples.	CO 4	PO 1	10
			OR			
	8	a)	Explain the advantages and drawbacks of online marketing strategies.	CO 4	PO 1	10
		b)	What do you understand by the term E-commerce? Illustrate any three examples of existing internet sales platforms.	CO 4	PO 1	10
			UNIT - V			
	9	a)	Message Source Options: <ul style="list-style-type: none"> • The firm's CEO • A celebrity • An expert • A spokesperson • A satisfied customer • An actor/model • The firm's employees • A character • Just the product/logo., Any other incase specify Promotional Challenges: <p>a. Building Brand Loyalty in Urban Markets</p> <p>A local construction company specializing in modern urban apartments wants to promote its reliability and design expertise to young professionals and families in metropolitan areas.</p> <p>b. Rebranding for Global Expansion</p> <p>A mid-sized Indian civil engineering firm wants to rebrand itself as a global player, highlighting its successful projects and ability to deliver internationally competitive services.</p> <p>c. Promoting Disaster-Resilient Housing</p>	CO 3	PO 2	20

			<p>Your organization develops affordable disaster-resilient housing for flood and earthquake-prone regions. The campaign needs to focus on safety, durability, and affordability for vulnerable communities and NGOs.</p> <p>d. Driving Awareness for Road Safety Projects</p> <p>A road construction firm is working on improving road safety features, such as pedestrian crossings, speed reduction barriers, and lighting systems. The goal is to promote these initiatives to local governments and the general public.</p> <p>Question: For each promotional challenge, identify a suitable message source from the above list. Justify why the selected message source is credible and effective for the target audience. Suggest appropriate promotional strategies to amplify the impact of your chosen message source.</p>			
			OR			
	10	a)	<p>Message Source Options:</p> <ul style="list-style-type: none"> • The firm's CEO • A celebrity • An expert • A spokesperson • A satisfied customer • An actor/model • The firm's employees • A character • Just the product/logo., Any other incase specify <p>Promotional Challenges:</p> <p>a. Healthcare Industry: Launching a New Telemedicine App</p> <p>Your company has developed a telemedicine app that connects patients with doctors for virtual consultations. The app emphasizes convenience, affordability, and accessibility, especially in rural areas.</p> <p>b. Food & Beverage Industry: Introducing Plant-Based Snacks</p> <p>A food brand is launching a range of plant-based, high-protein snacks targeted at health-conscious millennials and fitness enthusiasts. The campaign needs to highlight the nutritional value and sustainable sourcing of the products.</p>	CO 3	PO 2	20

			<p>c. Automotive Industry: Promoting Electric Vehicles (EVs)</p> <p>An automobile manufacturer wants to promote its latest electric vehicle model, emphasizing affordability, long battery life, and eco-friendliness to appeal to urban professionals and families.</p> <p>d. Technology Industry: Marketing a New Cloud Storage Service</p> <p>A tech company is rolling out a secure, affordable cloud storage service targeted at small and medium enterprises (SMEs). The focus should be on scalability, data security, and ease of use.</p> <p>Question: For each promotional challenge, identify a suitable message source from the above list. Justify why the selected message source is credible and effective for the target audience. Suggest appropriate promotional strategies (e.g., advertisements, social media, or on-site demonstrations) to amplify the impact of your chosen message source.</p>			
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B.M.S.C.E. - ODD SEM 2