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

Autonomous Institute Affiliated to VTU

July 2023 Semester End Main Examinations

Programme: B.E.

Branch: Industrial Engineering and Management

Course Code: 20IM6DEMKM

Course: Marketing Management

Semester: VI

Duration: 3 hrs.

Max Marks: 100

Date: 19.07.2023

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)	Discuss the impact of Micro and Macro Environment factors on Marketing.	CO2	PO1 PO2	10
		b)	Discuss the role and importance of marketing in the Indian socio economic systems.	CO2	PO1 PO2	10
			OR			
	2	a)	List the core set of concepts that needs to be understood for marketing function and discuss the steps involved in marketing research.	CO2	PO1 PO2	10
		b)	What is Marketing Information System? Discuss how they are classified and how to improve marketing intelligence?	CO2	PO1 PO2	10
			UNIT - II			
	3	a)	Explain the consumer buying decision process in marketing.	CO2	PO1 PO2	10
		b)	What is market segmentation? What are the basic factors that affect market segmentation? Also elaborate on the four basic market segmentation-strategies.	CO2 CO3	PO1 PO2 PO5	10
			OR			
	4	a)	What is Marketing Mix? List the components of Marketing Mix	CO2	PO1 PO2	05
		b)	What is Product Mix ? List the components of Product Mix.	CO2	PO1 PO2	05
		c)	Discuss the steps involved in new product development and product life cycle management.	CO2	PO1 PO2	10
			UNIT - III			
	5	a)	What is Branding? Why branding is important when it comes to marketing? Explain.	CO2	PO1 PO2	10

	b)	What is packaging and labeling? Highlight the purposes of packaging and labeling of the products. List any five types of packaging to suit different business needs.	C02 C03	P01 P02 P05	10
		UNIT - IV			
6	a)	What is the difference between marketing and advertising? What are the different types of advertising? Discuss.	C02	P01 P02	10
	b)	What is sales promotion? What are the benefits of sales promotions? In this context, discuss the sales promotion strategies employed by McDonald's.	C02 C03	P01 P02 P05	10
		UNIT - V			
7	a)	What is pricing? Identify and discuss the different strategies of pricing.	C02	P01 P02	06
	b)	Identify and discuss the factors affecting pricing decisions.	C02	P01 P02	06
	c)	Identify and discuss the ethical challenges faced by social media and digital marketing.	C02	P01 P02	08
