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

Autonomous Institute Affiliated to VTU

June 2025 Semester End Main Examinations

Programme: B.E.

Semester: VI

Branch: Industrial Engineering and Management

Duration: 3 hrs.

Course Code: 23IM6PEMKM

Max Marks: 100

Course: Marketing Management

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	<i>CO</i>	<i>PO</i>	Marks
	1	a)	Bring out the importance of marketing as applied to the consumer goods.	<i>CO1</i>	<i>PO1</i>	10
		b)	Discuss the micro and macro environmental factors affect the company's ability to serve its customers	<i>CO1</i>	<i>PO1</i>	10
			OR			
	2	a)	Explain the role of management information system in marketing function. Provide suitable examples.	<i>CO2</i>	<i>PO1</i> <i>PO2</i>	10
		b)	Describe the concept of 'Social Marketing' with a contemporary example.	<i>CO1</i>	<i>PO1</i>	10
			UNIT - II			
	3	a)	What is marketing mix? What are the 4P's of marketing mix? Discuss with suitable example.	<i>CO2</i>	<i>PO2</i>	10
		b)	Discuss the different market target strategies with relevant examples.	<i>CO2</i>	<i>PO2</i>	10
			OR			
	4	a)	Explain the 5 stages of consumer buying decision process by considering e-commerce organization.	<i>CO2</i>	<i>PO2</i>	10
		b)	Define consumer behavior. Identify and discuss the factors influencing consumer behavior for consumer goods.	<i>CO1</i>	<i>PO1</i>	10
			UNIT - III			
	5	a)	What is Branding? Why Branding is important when it comes to Marketing?	<i>CO1</i>	<i>PO1</i>	10

	b)	What is packaging and labeling? Discuss the purposes of packaging and labeling the products and also list any five types of Packaging for different Business Needs.	CO2	PO2	10
		OR			
6	a)	Discuss branding strategy decisions the companies make in building and managing their brands.	CO1	PO1	10
	b)	Bring out the importance of packaging and labeling for a product with examples. Also mention recent trends in them.	CO2	PO2	10
		UNIT - IV			
7	a)	What is the role of Advertising in Marketing? What are the different types of Advertising? Discuss.	CO1	PO1	10
	b)	What is sales promotion and what are the benefits of sales promotions? Discuss the various sales promotion strategies employed by DMart?	CO2	PO2	10
		OR			
8	a)	What is the meaning of advertizing media? Discuss the 4 major steps in selecting advertizing media.	CO1	PO1	10
	b)	Explain how sales promotion campaigns are developed and implemented?	CO1	PO1	10
		UNIT - V			
9	a)	What are the different types of sales force structures? Explain with an example for each.	CO1	PO1	10
	b)	What is personal selling? Explain the steps involved in personal selling.	CO1	PO1	10
		OR			
10	a)	Difference between Digital marketing and Mass marketing with an example	CO1	PO1	10
	b)	What are challenges faced in implementing Niche Marketing with an example	CO2	PO2	10
