

U.S.N.

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

Autonomous Institute Affiliated to VTU

May / June 2025 Semester End Main Examinations

Programme: B.E.

Semester: VIII

Branch: Industrial Engineering and Management

Duration: 3 hrs.

Course Code: 22IM8PEMKM

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	CO	PO	Marks
	1	a)	List the various core marketing concept. Explain the core concept of 'Exchange and Transactions'.	CO1	PO1	10
		b)	Explain the Marketing Mix with the help of an example.	CO1	PO1	10
			OR			
	2	a)	Explain the marketing environment factors that influence a new business of your choice.	CO2	PO2	10
		b)	Consider Coca-Cola product innovation research. How did Coca-Cola balance the need for thorough market research with budget constraints when launching a new product?	CO2	PO2	10
			UNIT - II			
	3	a)	Comment on the statement 'Cultural factors exert a board and deep influence on consumer behavior' with an appropriate instance.	CO2	PO2	10
		b)	Explain the Product Life Cycle stages of the any product in the market with a diagram.	CO2	PO2	10
			OR			
	4	a)	State the different classes of manufactured industrial goods. Explain the characteristics of a market for industrial goods	CO2	PO2	10
		b)	Your company has decided to launch bath soap in personal care segment in Tamil Nadu next month. Suggest the basis for segmentation for bath soap? Justify your answer.	CO3	PO3	10
			UNIT - III			
	5	a)	What is branding? Why is it necessary? Name and explain any 5 brands that have transformed Indian Market.	CO2	PO2	10

	b)	The main objectives of packaging are protection, brand differentiation and identification, sales promotion and handling convenience. Apply this with a brand of your choice	CO3	PO3	10
		OR			
6	a)	In the context of branding strategy, analyze the decisions made by the companies in building and managing their brands with examples.	CO2	PO2	10
	b)	Using examples, highlight the significance of product labelling and packaging. Emphasize the most current developments in them as well.	CO2	PO2	10
		UNIT - IV			
7	a)	The money spent on Advertising is an investment and is not wasteful. Do you agree. Give reasons for your answer.	CO2	PO2	10
	b)	What are the objectives of sales promotion? Illustrate each with a trendy example.	CO2	PO2	10
		OR			
8	a)	Evaluate the role of advertising in marketing? What are the different types of advertising? Discuss with an example.	CO2	PO2	10
	b)	Explain how sales promotion campaigns are developed and implemented?	CO1	PO1	10
		UNIT - V			
9	a)	For the following products mentioned below, what pricing strategy should the company adopt? Support your answer in each instance. i. An electronic product ii. Hospitality services	CO3	PO3	10
	b)	Is 'personal selling' unavoidable in marketing? Justify your answer with a case study.	CO2	PO2	10
		OR			
10	a)	Explain penetration pricing and skimming price for a product that is currently on the market.	CO2	PO2	10
	b)	Evaluate the impact of niche marketing on customer loyalty and retention	CO2	PO2	10
