



B.Tech - Odd Sem : End Semester Exam

Academic Year:2020-2021

17MB4054 - Basics of Marketing for Engineers

Set No: 4

Time:		Max.Marks: 100					
S.NO	Answer All Questions	Choice	Options	Marks	CO	CO BTL	COI BTL
1.	Under 4Ps of marketing mix, discuss the concept of product and promotion.	choice Q-2		10Marks	CO1	2	2
2.	Discuss about production and sales orientation of marketing evolution.			10Marks	CO1	2	2
3.	Differentiate between marketing and selling.	choice Q-4		15Marks	CO1	2	2
4.	What is marketing myopia? What are the factors causes marketing myopia?			15Marks	CO1	2	2
5.	Explain the demographic basis of segmentation.	choice Q-6		10Marks	CO2	4	2
6.	Explain the cultural factors that affect consumer behavior.			10Marks	CO3	2	2
7.	Explain the various market targeting strategies.	choice Q-8		15Marks	CO2	4	2
8.	Discuss about the buying decision making process.			15Marks	CO2	4	4
9.	With the help of an example, explain the concept of goods and services.	choice Q-10		10Marks	CO3	2	2
10.	Do you thing promotion is an important marketing mix element? Comment.			10Marks	CO3	2	2
11.	Explain the various pricing strategies in details.	choice Q-12		15Marks	CO3	2	2
12.	What are the various factors that affect pricing decision?			15Marks	CO3	2	2
13.	Explain the role of an intermediary in the distribution channel.	choice Q-14		10Marks	CO4	4	2
14.	Why it is important for an organization to balance the 3 C's of pricing in hi-tech markets?			10Marks	CO4	4	2
15.	What are the various pricing considerations in hi-tech markets for an organization?	choice Q-16		15Marks	CO4	4	4
16.	What is market analysis? Discuss the SWOT analysis technique for market analysis.			15Marks	CO4	4	4

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