Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_



**End Semester Examination – Nov / Dec – 2019**

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| **Code :** | **17BC2005** | **Duration :** | **3hrs** |
| **Sub. Name :** | **PRINCIPLES OF MARKETING** | **Max. Marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | Define Packing. Explain the importance of packing in marketing management. | CO5 | 10 |
| b. | What are the elements in New Product Development? Explain. | CO3 | 10 |
| **(OR)** | | | | |
| 2. | a. | Explain different types of Branding decisions. | CO4 | 10 |
| b. | What is Market Segmentation? Explain. | CO3 | 10 |
|  |  |  |  |  |
| 3. |  | What is Pricing ? State its importance. Explain in detail the various types of Pricing strategies with examples. | CO2 | 20 |
| **(OR)** | | | | |
| 4. |  | Define Buyer Behavior. Explain various factors which influences consumer behavior with examples. | CO3 | 20 |
|  |  |  |  |  |
| 5. | a. | What are the four P’s of Marketing? Explain in detail. | CO1 | 10 |
| b. | Explain the functions of Marketing. | CO1 | 10 |
| **(OR)** | | | | |
| 6. | a. | Explain Product life Cycle in detail. | CO3 | 10 |
| b. | What is Market Structure? Explain in detail. | CO2 | 10 |
|  |  |  |  |  |
| 7. | a. | Define the term marketing strategy and explain it with examples. | CO2 | 10 |
| b. | What is Marketing Environment? Explain the various factors that influences it. | CO2 | 10 |
| **(OR)** | | | | |
| 8. |  | A global FMCG company wishes to penetrate into the Indian market. What are the strategies it should adopt? Explain in detail. | CO6 | 20 |
|  | | **Compulsory**: |  |  |
| 9. |  | Case Study:  With approximately 70,000 employees in more than 150 countries and annual revenues of nearly $12 billion, Eaton is one of the world’s largest suppliers of diversified industrial goods. Eaton has been known for products that make cars peppier and 18- wheelers safer to drive. But a recent restructuring has made Eaton a powerhouse in the growing field of power management. In short, Eaton is making electrical, hydraulic, and mechanical power systems more accessible to and more efficient for its global customers. But Eaton isn’t successful only because of the products and services that it sells. It is successful because it works closely with its business customers to help them solve their problems and create better products and services of their own. Eaton is known for high-quality, dependable customer service and product support. In this manner, Eaton builds strong relationships with its clients. |  |  |
| a. | Who are Eaton’s customers? Describe Eaton’s customer relationships. | CO3 | 10 |
| b. | Discuss the different ways that Eaton provides values beyond which customers can provide for themselves. | CO3 | 10 |