

School of Engineering

Department of Electrical Electronics and Communication Engineering
Mid Term Examination

Exam Date: 29 Sep 2023
Time : 90 Minutes
Marks : 50

Sem VII - BTMG4001 - Principles of Marketing

*Your answer should be specific to the question asked
Draw neat labeled diagrams wherever necessary*

- 1) Discuss in brief any two bases of market segmentation. Support your answer with suitable examples. K2 (2)
- 2) Explain the difference between Micro environment and macro environment. Support your answer with examples. K1 (3)
- 3) Outline the 4 P's of Marketing which is applicable in the society. Support your answers with example. K2 (4)
- 4) Identify the difference between needs, wants and demands. Support your answers with examples. K2 (6)
- 5) Identify the important aspects of the "Input, Process and Output Model". Support your answer with example. K3 (6)
- 6) Identify the important aspects of BCG matrix. Support your answer with an example for each. K3 (9)
- 7) Analyse the importance of the Rational decision-making process. How does it affect the buying decisions of the buyer. K4 (8)
- 8) Examine the target market selection as a crucial step in the marketing process, and how can businesses identify and prioritize attractive target segments? K4 (12)

OR

Examine how do individual consumer characteristics, such as demographics, lifestyle, and personality, influence buying decisions? Give examples of products that are made to specific consumer segments based on these factors. K4 (12)