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**School of Engineering**  
**B.TECH Electrical Engineering**  
**Semester End Examination - Nov 2023**

**Duration : 180 Minutes**  
**Max Marks : 100**

**Sem VII - BTMG4001 - Principles of Marketing**

General Instructions

*Answer to the specific question asked*

*Draw neat, labelled diagrams wherever necessary*

*Approved data hand books are allowed subject to verification by the Invigilator*

- 1) Differentiate between the concept of “sales” and “marketing”. Support your answers with examples. K1 (2)
- 2) Outline the role of mobile research in reaching consumers on-the-go. K2 (4)
- 3) Explain Integrated Marketing Communications (IMC) and explain its importance in modern marketing. K2 (6)
- 4) Develop a marketing mix for a firm which wants to sell only glass cutlery items. K3 (9)
- 5) Identify Tier-2 city in India where CORN-ICECREAM could be launched K3 (9)
- 6) Appraise a few emerging marketing technologies and their potential impact on consumer behavior. K5 (10)
- 7) Analyze the role of sustainability and eco-friendly marketing in influencing consumer choices and brand perception. K4 (12)
- 8) Evaluate the role of social media in shaping the marketing environment. How can businesses use social media platforms to engage with customers and build brand loyalty? K5 (15)
- 9) Evaluate the challenges companies face in adjusting the marketing mix for international markets. K5 (15)
- 10) Develop a market for VR devices (Virtual reality) using th different bases of market segmentation (e.g., demographics, psychographics, behavior, and geographic) and provide examples of how businesses can use each to segment their target markets. K6 (18)