



ENTER B.E/B.TECH DEGREE EXAMINATIONS: DEC 2022

(Regulation 2018)

Fifth Semester

ARTIFICIAL INTELLIGENCE AND DATA SCIENCE

U18AIT5004: Marketing Fundamentals

COURSE OUTCOMES

CO1: Understand the basic concepts, and techniques of marketing management

CO2: Explain the basics of marketing mix elements

CO3: Understand and solve marketing problems in the complex and fast changing business environment

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 2 = 20 Marks)

(Answer not more than 40 words)

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| 1. Compare and contrast marketing and sales. | CO1 | [K ₂] |
| 2. Illustrate customer delight | CO1 | [K ₂] |
| 3. List any four objectives of marketing | CO2 | [K ₁] |
| 4. List the seven P's of marketing | CO2 | [K ₁] |
| 5. Outline market positioning | CO1 | [K ₂] |
| 6. Explain marketing mix | CO1 | [K ₂] |
| 7. Explain Integrated marketing communication | CO1 | [K ₂] |
| 8. Illustrate search engine marketing (SEM) | CO2 | [K ₂] |
| 9. List out the challenges involved in online marketing | CO3 | [K ₁] |
| 10. What are the different categories of SEO techniques? | CO2 | [K ₁] |

Answer any FIVE Questions:-

PART B (5 x 16 = 80 Marks)

(Answer not more than 400 words)

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|---|---|-----|-------------------|
| 11. a) Explain the functions of marketing management and the role of marketing manager of modern business organization. | 8 | CO1 | [K ₂] |
| b) Identify all the prospects and challenges in marketing in relevance to the current marketing scenario. | 8 | CO3 | [K ₃] |
| 12. a) Identify market segmentations and also determine the criteria of successful Market segmentation. | 8 | CO2 | [K ₃] |
| b) Analyze the stages in new product development with suitable example and neat diagram. | 8 | CO2 | [K ₄] |

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|-----|----|---|---|-----|-------------------|
| 13. | a) | Analyze the steps involved market targeting and positioning and discuss the importance of both. | 8 | CO2 | [K ₄] |
| | b) | Assume that you are the marketing manager for a MNC company which is planned to launch the health drink product. Design marketing plan for a new product. | 8 | CO3 | [K ₄] |
| 14. | a) | Illustrate marketing information system (MIS) and bring out its nature and importance. | 8 | CO3 | [K ₂] |
| | b) | Explain CRM and discuss its importance in the present marketing environment. | 8 | CO3 | [K ₂] |
| 15. | a) | Examine different types of marketing strategies and tactics have been used in the competitive marketing environment | 8 | CO2 | [K ₄] |
| | b) | List the importance of undertaking market share analysis under marketing analytics. | 8 | CO3 | [K ₄] |
| 16. | a) | Identify the importance of search engine optimization (SEO) to businesses. | 8 | CO3 | [K ₃] |
| | b) | Examine the relative advantages and disadvantages of e -marketing, by citing suitable illustrations. | 8 | CO3 | [K ₄] |
