



**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. Define marketing.                                       | CO1 | [K <sub>1</sub> ] |
| 2. List out the differences between marketing and selling. | CO1 | [K <sub>1</sub> ] |
| 3. What is customer satisfaction?                          | CO1 | [K <sub>1</sub> ] |
| 4. Explain marketing plan.                                 | CO2 | [K <sub>2</sub> ] |
| 5. List out 7P's of marketing.                             | CO2 | [K <sub>1</sub> ] |
| 6. What is target marketing?                               | CO2 | [K <sub>1</sub> ] |
| 7. What is a product line?                                 | CO2 | [K <sub>1</sub> ] |
| 8. Define CRM.   | CO3 | [K <sub>1</sub> ] |
| 9. What is SEO?  | CO3 | [K <sub>1</sub> ] |
| 10. Explain marketing analytics.                           | CO3 | [K <sub>2</sub> ] |

**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 objectives of marketing management and discuss its significance in the modern world. | 8 | CO1 | [K <sub>2</sub> ] |
| b) "Marketing begins and ends with the consumer" - Discuss.   | 8 | CO1 | [K <sub>2</sub> ] |
| 12. a) What is demand forecasting? How can you forecast demand for a new product?                       | 8 | CO1 | [K <sub>1</sub> ] |
| b) Discuss about 7P's of marketing with an example of your own.   | 8 | CO2 | [K <sub>2</sub> ] |

13. a) What is market segmentation? Discuss the important bases for segmenting a market. 8 CO2 [K<sub>1</sub>]
- b) What is positioning? Explain various product differentiation strategies can be used for positioning. 8 CO2 [K<sub>1</sub>]
14. a) Explain in detail about the concept of a product and product mix decisions. 8 CO2 [K<sub>4</sub>]
- b) “To formulate a successful CRM strategy, it is imperative for an organization to set clear and measurable objectives.” In context of this statement, explain a CRM strategy and its objective. 8 CO2 [K<sub>4</sub>]
15. a) What is SEO and how does it work? Explain on-page and off-page SEO. 8 CO3 [K<sub>1</sub>]
- b) How companies can use Blogs as effective digital marketing tool? Justify your answer with suitable example. 8 CO3 [K<sub>1</sub>]
16. a) “Consumers buy brands, not products.” Discuss with an example, the importance of branding in the light of the above statement. 8 CO3 [K<sub>2</sub>]
- b) List various advantages and disadvantages of online marketing. 8 CO3 [K<sub>1</sub>]

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