



Date: 20-11-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 am-12:00 pm

SECTION A - K1 (CO1)

	Answer ALL the Questions	(10 x 1 = 10)
1.	Definitions	
a)	Marketing	
b)	Consumer Behaviour	
c)	Product	
d)	Supply Chain Management	
e)	Geo Marketing	
2.	Fill in the blanks	
a)	The _____ is encompasses all the internal and external factors that drive and influence an organization's marketing activities.	
b)	_____ is the process of identifying and reaching out to a specific group of potential customers.	
c)	The process of giving a meaning to specific organization, company, products or services by creating and shaping a brand in consumers' minds is _____.	
d)	_____ is how information will be disseminated to the public, and especially the media.	
e)	_____ marketing is word-of-mouth and social media to increase a product or service's popularity.	

SECTION A - K2 (CO1)

	Answer ALL the Questions	(10 x 1 = 10)
3.	MCQ	
a)	SWOT is I. Strength, Weakness, Opportunity, Threat II. Strength, Wealth, Organization, Target III. Security, Welfare, Outsource, Tests IV. Seller, Wealth, Ownership, Transfer	
b)	The place you want your brand or product to have within a particular target market I. Target Market II. Marketing Channels III. Positioning IV. Labeling	
c)	It contains, protects, preserves, transports, informs, and sells. I. Branding II. Packaging III. Segmenting	

IV. Promoting

d)	The form of marketing that uses the internet and technology to connect with potential customers. I. Digital Marketing II. Inbound Marketing III. Call - to - Action Marketing IV. Buzz Marketing
e)	A process of evaluating your competitors' strategies, strengths, and weaknesses to help you create a more effective business strategy is I. Competitor Analysis II. Positioning III. Cost Leadership IV. Environmental Scanning
4. Match the Following	
a)	Collection of Data - Product
b)	Heterogeneous to Homogeneous - Wholesaling
c)	Core and Potential Level - Influencer Marketing
d)	Breaking the Bulk - Market Segmentation
e)	Collaboration with Individuals - Marketing Research

SECTION B - K3 (CO2)

Answer any TWO of the following in 100 words each.

(2 x 10 = 20)

5. Classify the types of Market.

6. Interpret the Buyer Decision Process.

7. Demonstrate Product Life Cycle.

8. Evaluate the types of Retailing.

SECTION C – K4 (CO3)

Answer any TWO of the following in 100 words each.

(2 x 10 = 20)

9. Explain the 7C's of Marketing Mix.

10. Analyze the bases of Market Segmentation.

11. Identify the Pricing Objectives.

12. Infer how online Marketing helps the economy.

SECTION D – K5 (CO4)

Answer any ONE of the following in 250 words

(1 x 20 = 20)

13. Evaluate the steps involved in Marketing Research.

14. Summarize the requirements for Effective Market Segmentation.

SECTION E – K6 (CO5)

Answer any ONE of the following in 250 words

(1 x 20 = 20)

15. Construct the New Product Development Process.

16. Formulate the techniques of Sales Promotion.

\$\$\$\$\$\$\$\$\$\$\$\$