



Date: 12-11-2024

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.	Answer the following	
a)	Define Marketing.	
b)	Meaning of consumer market.	
c)	What is mean by Labeling?	
d)	Define Logistics.	
e)	Referral Marketing.	
2.	MCQ	
a)	The micro environment _____	
	a) Economic conditions	
	b) Competitors	
	c) Technological factors	
	d) Legal regulations	
b)	_____ Stage involves consumers comparing options.	
	a) Purchase decision	
	b) Post-purchase evaluation	
	c) Need recognition	
	d) Information search	
c)	Which level of a product refers to the core benefit it provides?	
	a) Actual product	
	b) Augmented product	
	c) Core benefit	
	d) Generic product	
d)	_____ level of a marketing channel involves the direct sale from producers to consumers.	
	a) Indirect channel	
	b) Direct channel	
	c) Multi-channel	
	d) Hybrid channel	
e)	Buzz marketing primarily relies on _____	
	a) Creating word-of-mouth excitement	
	b) Direct advertising	
	c) Paid endorsements	
	d) Mass media campaigns	

	SECTION A - K2 (CO1)	
	Answer ALL the Questions (10 x 1 = 10)	
3	Match the following	
a)	Macro Environment - Strong brand loyalty	
b)	Positioning - External Factors	
c)	Specialty products - Prompting consumers	
d)	Sales Promotion - Minds of consumers	
e)	Call-to-action marketing - Strategies and tactics.	
4.	True or False	
a)	Marketing research is only concerned with quantitative data.	
b)	Business buyers are typically more emotional in their purchasing decisions than consumer buyers.	
c)	Price adjustments can be used to respond to changes in market demand.	
d)	The marketing information model is essential for understanding customer needs and preferences.	
e)	Competitive strategies can vary greatly depending on the company's market position.	
	SECTION B - K3 (CO2)	
	Answer any TWO of the following in 100 words each. (2 x 10 = 20)	
5.	Developing Marketing Information and Marketing Research.	
6.	Explain the various stages in buyer decision process with a suitable example.	
7.	Examine the stages involved in the New Product Development Process.	
8.	Identify and describe the different levels of marketing channels. Provide examples for each level.	
	SECTION C – K4 (CO3)	
	Answer any TWO of the following in 100 words each. (2 x 10 = 20)	
9.	Examine the marketing mix is a crucial framework in marketing strategy.	
10.	List and describe the key requirements for effective market segmentation.	
11.	Compare and contrast advertising and public relations. How do they contribute to a company's marketing communication strategy?	
12.	Analyse the different types of competitive strategies. How do these strategies align with a company's market position?	
	SECTION D – K5 (CO4)	
	Answer any ONE of the following in 250 words (1 x 20 = 20)	
13.	Explain the concept of marketing. Why is it essential for businesses to understand different types of marketing?	
14.	Estimate the challenges businesses face when implementing product mix pricing strategies. How can they overcome these challenges?	
	SECTION E – K6 (CO5)	
	Answer any ONE of the following in 250 words (1 x 20 = 20)	
15.	Elaborate the changing marketing landscape in the 21st century.	
16.	Formulate the future trends in product and service classification. How might technology and changing consumer behaviors affect these classifications?	

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