

24U150

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Name : .....

Reg. No : .....

**FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024**

(FYUGP)

**CC24U COM1 MN107 - ESSENTIALS OF MARKETING**

(B.Com. - Minor Course)

(2024 Admission - Regular)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

**Part A** (Short answer questions)

Answer *all* questions. Each question carries 3 marks.

1. What is a significant difference between marketing and selling, and how does this distinction affect organizational goals? [Level:1] [CO1]
2. Describe how the societal marketing philosophy integrates social responsibility with business objectives. [Level:2] [CO1]
3. What characteristics define the introductory stage in the product life cycle, and what challenges do companies typically face? [Level:1] [CO2]
4. How would you define a warranty, and what purpose does it serve for consumers? [Level:1] [CO2]
5. What does brand differentiation entail, and how does it help a brand stand out in the marketplace? [Level:1] [CO2]
6. List three common techniques used in sales promotions. [Level:1] [CO3]
7. Explain the functions performed by intermediaries in a marketing channel. [Level:2] [CO3]
8. What are the key principles of sustainable marketing? [Level:1] [CO4]
9. How would you define green marketing, and what are its primary goals in promoting environmental responsibility? [Level:1] [CO4]
10. How do waste management strategies contribute to environmental sustainability? [Level:1] [CO4]

**(Ceiling: 24 Marks)**

**Part B** (Paragraph questions/Problem)

Answer *all* questions. Each question carries 6 marks.

11. Describe the key principles of the product concept. [Level:2] [CO1]
12. Explain the key differences between the selling concept and the marketing concept. [Level:2] [CO1]

13. How would you define competition-based pricing, and what role does it play in a company's pricing strategy? [Level:1] [CO2]
14. Describe the importance of 'Place' in ensuring product availability to customers. [Level:2] [CO2]
15. How do personal selling and public relations complement each other in a company's overall marketing strategy? [Level:1] [CO3]
16. How would you differentiate between direct and indirect distribution channels, and what are the implications of each for businesses and consumers? [Level:4] [CO3]
17. If a company wants to improve its sustainability efforts, how can it incorporate the social pillar in its marketing campaigns? [Level:1] [CO4]
18. Given a business with high energy costs, what strategies would you recommend to lower energy consumption? [Level:1] [CO4]

**(Ceiling: 36 Marks)**

**Part C (Essay questions)**

Answer any *one* question. The question carries 10 marks.

19. Why is the commercialization stage crucial in the new product development process? [Level:1] [CO2]
20. How do different distribution channels (e.g., retail vs. e-commerce) impact the speed and cost of product delivery? [Level:1] [CO3]

**(1 × 10 = 10 Marks)**

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