

25U143

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Name :

Reg. No :

FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025

(FYUGP)

(Regular/Supplementary/Improvement)

CC24UCOM1MN107 - ESSENTIALS OF MARKETING

(Commerce - Minor Course)

(2024 Admission onwards)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

Part A (Short answer questions)

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

1. In what way does the societal marketing concept incorporate concerns for social welfare? [Level:2] [CO1]
2. In what ways can a company integrate the societal marketing concept into its marketing strategy to address social issues while also achieving business goals? [Level:3] [CO1]
3. How does competition affect a company's pricing strategy? [Level:2] [CO2]
4. What are two common types of warranties offered by manufacturers, and what do they typically cover? [Level:2] [CO2]
5. What does brand differentiation entail, and how does it help a brand stand out in the marketplace? [Level:2] [CO2]
6. Why are intermediaries essential for ensuring product availability to consumers? [Level:2] [CO3]
7. What is the primary goal of public relations? [Level:1] [CO3]
8. How do waste management strategies contribute to environmental sustainability? [Level:2] [CO4]
9. How does energy consumption impact climate change? [Level:2] [CO4]
10. Explain the concept of the "triple bottom line" and its relevance to sustainable marketing. [Level:2] [CO4]

(Ceiling: 24 Marks)

Part B (Paragraph questions/Problem)

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

11. How does the selling concept focus on short-term goals compared to the marketing concept? [Level:2] [CO1]

12. What are the key elements emphasized by the sales philosophy, and how do they impact customer relationships and business outcomes? [Level:2] [CO1]
13. How does 'Price' affect customer perception and demand for a product? [Level:2] [CO2]
14. Explain how marketing strategies differ in the introduction and growth stages of the product life cycle. [Level:2] [CO2]
15. If a luxury brand wants to maintain exclusivity, which type of distribution channel would you recommend and why? [Level:2] [CO3]
16. How do discounts and rebates differ as sales promotion strategies? [Level:2] [CO3]
17. How does the economic pillar of sustainable marketing benefit businesses and consumers? [Level:2] [CO4]
18. Compare the effectiveness of various green marketing strategies (e.g., social media, influencer marketing, traditional advertising). What factors influence their success? [Level:4] [CO4]

(Ceiling: 36 Marks)

Part C (Essay questions)

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

19. How does market testing help in evaluating a new product's potential success? [Level:2] [CO2]
20. Critique the decision of a global brand to switch from a direct distribution channel to an indirect one. How might this impact their brand control and profitability? [Level:5] [CO3]

(1 × 10 = 10 Marks)
