Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_



**UNIVERSITY**

(Karunya Institute of Technology & Sciences)

(Declared as Deemed-to-be University under Sec.3 of the UGC Act, 1956)

**End Semester Examination – April/May – 2017**

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| **Code :** | **16BC2005** | **Duration :** | **3hrs** |
| **Sub. Name :** | **PRINCIPLES OF MARKETING** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| Q.No. | Sub Div. | Questions | Course Outcome | Marks |
| 1 | a. | Define marketing and discuss how it is more than just “telling and selling.” Also, outline the five-core customer and marketplace concepts. | CO1 | 5 |
| b. | Discuss the role of ethics in marketing. | CO2 | 5 |
| c. | Explain what is meant by the term global firm and list the six major decisions involved in international marketing. | CO3 | 5 |
| d. | Describe how electronic purchasing has changed the B-to-B marketing process and discuss the advantages and disadvantages of electronic purchasing. | CO3 | 5 |
|  |  | (OR) |  |  |
| 2 | a. | Marketing has been criticized because it “makes people buy things they don’t really need.” Refute or support this accusation. | CO1 | 5 |
| b. | Discuss how the international trade system and the economic, political-legal, and cultural environments affect a company’s international marketing decisions. | CO1 | 7 |
| c. | Identify the key elements of a customer-driven marketing strategy and discuss the marketing management orientations that guide marketing strategy. | CO2 | 8 |
| 3 | a. | Discuss the real value of marketing research and marketing information and explain how that value is attained? | CO1 | 5 |
| b. | Define the marketing information system and discuss its parts with the help of the diagram. | CO1 | 5 |
| c. | Explain the importance of information in gaining insights about the marketplace and customers. | CO3 | 10 |
|  |  | (OR) |  |  |
| 4. | a. | Name and describe the adoption process and explain how a marketer of three-dimensional televisions can use this knowledge in its market targeting decision. | CO3 | 10 |
| b. | Outline the steps in the marketing research process. | CO1,CO2,CO3 | 10 |
| 5 | a. | Name the four major factors that influence consumer buyer behavior. | CO1 | 6 |
| b. | What is an opinion leader? Describe how marketers attempt  to use opinion leaders to help sell their products. | CO2 | 6 |
| c. | Discuss how companies differentiate and position their products for maximum competitive advantage. | CO1, CO3 | 8 |
|  |  | (OR) |  |  |
| 6. | a. | Discuss the major segmentation variables used for consumer markets. | CO2 | 10 |
| b. | Discuss the offers and marketing programs used by marketers to meet the needs of various market segment & niches. | CO1, CO2 | 10 |
| 7. | a. | Describe the elements of a customer driven marketing strategy and mix and the forces that influence it. | CO3 | 8 |
| b. | Describe the stages of the product life cycle (PLC) and how marketing strategies change during the PLC. | CO2 | 12 |
|  |  | (OR) |  |  |
| 8. | a. | Describe the decisions companies make regarding their individual products and services, product lines, and product mixes. | CO2 | 10 |
| b. | Explain why companies use marketing channels and discuss the functions these channels perform. | CO1 | 10 |
|  |  | **Compulsory:** |  |  |
| 9. | a. | Define consumerism and environmentalism and explain how they affect marketing strategies. | CO1, CO3 | 10 |
| b. | Explain AGMARK and its significance. | CO2 | 5 |
| c. | Explain green marketing mix. | CO2 | 5 |

ALL THE BEST