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**End Semester Examination – Nov/Dec – 2018**

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| **Code :** | **17BB2005** | **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 state its importance. | CO1 | 5 |
| b. | Explain the concept of marketing mix and describe various factors that determine it. | CO1 | 5 |
| c. | Discuss the relevance of Marketing Functions in an emerging and developing countries like India. | CO1 | 10 |
| (OR) | | | | |
| 2. | a. | What is the difference between selling concepts and marketing concepts? | CO1 | 5 |
| b. | How does Technological environment influence marketing? | CO1 | 5 |
| c. | Explain the Societal marketing concept with an example | CO1 | 10 |
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| 3. | a. | What are the objectives of market segmentation? | CO2 | 5 |
| b. | Discuss the benefits of market segmentation? | CO2 | 5 |
| c. | Define the major steps in designing a customer-driven marketing strategy: market segmentation, targeting, differentiation, and positioning. | CO2 | 10 |
| (OR) | | | | |
| 4. | a. | Name the four major factors that influence consumer buyer behavior. | CO2 | 5 |
| b. | Discuss the importance of consumer behavior for marketers | CO2 | 5 |
| c. | Describe the Buyer Behaviour model and explain giving suitable example. | CO2 | 10 |
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| 5. | a. | What do you meant by new product development? | CO3 | 5 |
| b | Explain briefly the steps to be followed in new product introduction | CO3 | 5 |
| c. | Describe the stages of the product life cycle (PLC) and how marketing strategies change during the PLC? | CO3 | 10 |
| (OR) | | | | |
| 6. | a. | What do you understand by the term Brand? Discuss the relevance of brand ? Justify your answer | CO3 | 5 |
| b. | What are the characteristics of a good brand? | CO3 | 5 |
| c. | What are the basic functions of packaging? How can packaging be used to implement sales promotion campaign? Justify your answer | CO3 | 10 |
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| 7. | a. | Explain the various objectives of pricing. | CO4 | 5 |
| b. | Discuss the various methods of pricing. | CO4 | 5 |
| c. | Explain the factors affecting pricing decisions. | CO4 | 10 |
|  |  |  |  |  |
| (OR) | | | | |
| 8. | a. | Compare in details the advantages of direct and indirect distribution. | CO4 | 5 |
| b. | “One of the major assets of a firm is its Distribution.”Discuss. | CO4 | 5 |
| c. | What channels are used for the marketing of agriculture consumer goods? What are the methods of selling directly to consumers? | CO4 | 10 |
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|  | | **Compulsory**: |  |  |
| 9. | a. | Discuss the Marketing Strategies that may be used at the Introduction and Maturity stage of the Product Life Cycles by taking one example each from an FMCG and a consumer durable of your choice. | CO1 | 10 |
| b. | Comment on the importance of Branding in Marketing. What are its benefits to Consumers and Marketers?. Discuss | CO6 | 10 |