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



**End Semester Examination – Nov / Dec – 2019**

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

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Q. No.** |  | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. |  | Define Marketing. Briefly explain the functions of marketing. | CO1 | 20 |
| **(OR)** | | | | |
| 2. |  | What is Marketing Environment? Explain various environmental factors affecting marketing functions. | CO2 | 20 |
|  |  |  |  |  |
| 3. |  | Briefly discuss the Market Information System. | CO3 | 20 |
| **(OR)** | | | | |
| 4. |  | What is a Segment? Briefly explain market segment process. | CO4 | 20 |
|  |  |  |  |  |
| 5. |  | Briefly discuss Product Life Cycle Process. | CO3 | 20 |
| **(OR)** | | | | |
| 6. |  | Briefly explain the various methods of pricing strategies. | CO3 | 20 |
|  |  |  |  |  |
| 7. |  | What is Green Marketing? Explain the objectives of Green Marketing.. | CO4 | 20 |
| **(OR)** | | | | |
| 8. |  | What is a Brand? Explain the objectives of Branding. | CO5 | 20 |
|  | | **Compulsory**: |  |  |
| 9. |  | Briefly explain the importance of Marketing. | CO6 | 20 |