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



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

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|  |  |  |  |
| **Code :** | **17BB2005** | **Duration :** | **3hrs** |
| **Sub. Name :** | **PRINCIPLES OF MARKETING** | **Max. marks :** | **100** |

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | Explain the nature and scope of Marketing. | CO1 | 20 |
| (OR) | | | | |
| 2. | a. | Briefly discuss the various forces which influence the Marketing environment. | CO2 | 20 |
|  |  |  |  |  |
| 3. | a. | Briefly explain different kinds of Marketing Environment. | CO3 | 20 |
| (OR) | | | | |
| 4. | a. | What is Consumer Behaviour? Explain the importance of Consumer Behaviour. | CO4 | 20 |
|  |  |  |  |  |
| 5. | a. | Discuss the various stages of new product development. | CO3 | 20 |
| (OR) | | | | |
| 6. | a. | Briefly explain Product Life Cycle process with suitable examples. | CO3 | 20 |
|  |  |  |  |  |
| 7. | a. | Explain in detail the various types of distribution channel. | CO4 | 20 |
| (OR) | | | | |
| 8. | a. | Explain the objectives of Branding. | CO5 | 20 |
|  | |  |  |  |
|  | | **Compulsory**: |  |  |
| 9. | a. | Define Market Segmentation. Discuss its importance to Marketing in a big country like India. | CO6 | 20 |