Reg No:..... K24FY 1429 (C)
Name :.....

First Semester FYUGP Commerce Examination
NOVEMBER 2024 (2024 Admission onwards)
KU1DSCCOM104 (MODERN MARKETING)
(DATE OF EXAM: 6-12-2024)

Time : 120 min Maximum Marks : 70

Part A (Answer any 6 questions. Each carries 3 marks)

1. Define product life cycle. 3
2. Explain the concept of cost-plus pricing. 3
3. Explain the significance of public relations. 3
4. Explain how lifestyle influences consumer behavior. 3
5. Explain how to create an effective marketing mix based on segmentation. 3
6. Summarise the different kinds of Market segmentation. 3
7. Explain E-marketing? 3
8. What is network marketing. Explain its scope and challenges. 3

Part B (Answer any 4 questions. Each carries 6 marks)

9. Discuss the importance of market research in developing the marketing mix. 6
10. Analyze the impact of digital marketing on the marketing mix. 6
11. Express the differences between Advertising and sales promotion with examples. 6
12. Explain how Social and cultural factors shape consumer behavior. 6
13. Analyze how perceptions of value influence purchasing decisions. 6
14. Discuss the importance of the marketing mix in effective positioning. 6

Part C (Answer any 2 question(s). Each carries 14 marks)

15. Marketing is a comprehensive process-Explain the various elements. 14
16. Explain the importance of marketing. 14
17. Discuss the scope and challenges of modern marketing? 14

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