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

First Semester FYUGP Commerce Examination
NOVEMBER 2024 (2024 Admission onwards)
KU1DSCCOM104 (MODERN MARKETING)
(DATE OF EXAM: 4-12-2024)

Time : 120 min Maximum Marks : 70

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

1. What is the significance of promotion in the marketing mix? 3
2. What is personal selling? 3
3. Compare Advertising with Sales promotion. 3
4. Explain how nostalgia can influence consumer purchases. 3
5. Describe the various psychological factors that influence buyer behavior. 3
6. Discuss the types of Positioning strategies 3
7. What is social media marketing. Explain its significance. 3
8. What is network marketing. Explain its scope and challenges. 3

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

9. Explain the usages of PLC to a Modern marketing Manager 6
10. An optimum marketing mix leads to consumer satisfaction- Comment. 6
11. Invent different levels of distribution. 6
12. State the importance of study of consumer behavior in modern marketing environment. 6
13. Illustrate the significane of market segmentation in marketing. 6
14. Discuss the process of developing a positioning statement. 6

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

15. Explain the nature and scope of marketing. 14
16. Discuss the functions of marketing and how they contribute to business success. 14
17. Explain the new and innovative trends in modern marketing environment? 14

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