K25FY4528 Pages: 1 Reg No:.....
Name:.....

First Semester FYUGP Degree (Reg/Sup) Examination November 2025

KU1DSCCOM104 - MODERN MARKETING

2024 Admission onwards

Time : 2 hours Maximum Marks : 70

Section A

Answer any 6 questions. Each carry 3 marks.

1. What is the significance of marketing research in modern marketing?
2. What is influencer marketing?
3. Evaluate the challenges businesses face during the introduction stage.
4. Compare Advertising with Sales promotion.
5. Explain the concept of cost-plus pricing.
6. Define marketing. Explain the importance of marketing to the economy.
7. What are the functions of market research?
8. Differentiate marketing and selling.

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Section B

Answer any 4 questions. Each carry 6 marks.

9. Differentiate between Marketing mix of Product and Services.

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10. An optimum marketing mix leads to consumer satisfaction- Comment.
11. Differentiate physical distribution and channel of distribution.
12. Explain the role of market research in identifying consumer needs.
13. Modern marketing is dynamic in nature. Discuss
14. Illustrate the concept of modern marketing with the help of a diagram.

Section C

Answer any 2 questions. Each carry 14 marks.

15. What is Consumer Behavior? Explain its nature and significance.
16. What is Product positioning. Explain the process and strategies in positioning the product and effective communication?
17. Explain the significance of Digital marketing.