K25FY4336 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. List out the reasons for the growth of modern marketing
2. Describe how marketing can drive sales growth.
3. Describe the various psychological factors that influence buyer behavior.
4. What is behavioral segmentation?
5. Outline the features of Market Segmentation.
6. Explain the importance of the marketing mix in business strategy.
7. What role does product play in the marketing mix?
8. How do psychological pricing tactics work?

Section B

Answer any 4 questions. Each carry 6 marks.

9. What is consumer behavior. Explain the factors influencing consumer behavior.
10. Analyze the stages of the consumer buying process.
11. Develop some examples while segmenting a product on different basis.
12. A carefully blended 4 P's ensure the success of modern marketing programme. Discuss
13. Evaluate the role of competition in determining pricing strategies.
14. Device some factors affecting the choice of different channels of distribution of products.

Section C

Answer any 2 questions. Each carry 14 marks.

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

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