

QP Code:U24A055

Reg. No :

Name :

ST MARY'S COLLEGE (AUTONOMOUS), THRISSUR-20

**I SEMESTER B.A./B.Sc./B.Com/BSW (FYUGP) DEGREE EXAMINATION,
November 2024**

COM1MN107 : ESSENTIALS OF MARKETING

2024 Admission Onwards

(Credits: 4)

Time : 2 Hours

Maximum Marks : 70

Section A

[Answer all. Each question carries 3 Marks] (Ceiling: 24 Marks)

1. State social marketing concept. [BTL1]
2. Show the difference between merchandising and marketing. [BTL2]
3. Explain the meaning of going rate pricing. [BTL3]
4. Define marketing mix. [BTL1]
5. What is warranty? How do you classify warranty? [BTL4]
6. Who is a wholesaler? [BTL1]
7. Examine the objectives of public relations. [BTL4]
8. Identify the major tools of public relations. [BTL3]
9. Show a strategy for reducing single use plastics in retail settings. [BTL2]
10. How can we apply sustainability concept in marketing? [BTL3]

Section B

[Answer all. Each question carries 6 Marks] (Ceiling: 36 Marks)

11. Demonstrate key features of marketing. [BTL2]
12. Identify the product and pricing strategies to be implemented in the growth stage. [BTL3]
13. What is product positioning? Examine the various product positioning strategies. [BTL4]
14. Compare the various pricing policies. [BTL4]
15. Examine the various distribution policies. [BTL4]
16. Write a note on 'salesmanship'. [BTL1]

Turn Over

17. Describe how energy consumption is impacted by marketing strategies, particularly in the context of product packaging and distribution. [BTL1]

18. Show how green marketing is different from green washing. [BTL2]

Section C

[Answer any one. Each question carries 10 Marks] (1x10=10 Marks)

19. Construct a clear portrait of new marketing realities. [BTL3]

20. Outline the important methods of pricing with advantages and disadvantages of each. [BTL2]
