**QP Code: U25DRIS040**

**Reg. No : .....**
**Name : .....**

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

**I SEMESTER (FYUGP) DEGREE EXAMINATIONS, NOVEMBER 2025**
**(Regular/Improvement/Supplementary)**
**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. Define Marketing.
2. Identify the primary purpose of warrenties and guarantees in marketing.
3. Explain how Environmental Impact Management helps in reducing negative effects on the environment?
4. Explain AIDAS formula?
5. Develop a brand differentiation strategy for a new smartphone company entering crowded market.
6. List out the pillars of sustainable marketing.
7. Discover what happens to a business when the customer's needs and preferences change?
8. Compare and contrast FMCGs and staple goods in terms of their characteristics.
9. Differentiate between wholesalers and retailers.
10. Evaluate the significance of sales promotion to the consumers.

## Section B

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

11. List out the various business actions that are taken by companies to promote sustainability.
12. List out the factors influencing pricing policies.
13. What marketing strategy do you suggest during the introduction stage?
14. Discuss the merits of marketing towards society.
15. What are the problems of energy consumption?

**Turn Over**

16. What is marginal cost pricing? What are its merits and demerits?
17. Define public relation. Discuss the various tools used in public relation.
18. State the various classifications of consumer goods.

## Section C

*Answer **any one**. Each question carries **10** Marks.* ***(1x10=10marks)***

19. Identify the factors to be considered while selecting a suitable channel of distribution.
20. Analyse the various concepts of marketing with it's merits and demerits.

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