

First Semester FYUGP Degree Examination November 2024
KU1DSCCOM104 - MODERN MARKETING
2024 Admission onwards

Time : 2 hours

Maximum Marks : 70

Section A

Answer any 6 questions. Each carry 3 marks.

1. Discuss Standardisation of products ? give an example.
2. List the functions of Marketing
3. Differentiate marketing and selling.
4. Explain the importance of the marketing mix in business strategy.
5. What is physical distribution in marketing?
6. Explain the external factors of an organization affecting price fixation of a product.
7. Describe the concept of value perception.
8. Explain how nostalgia can influence consumer purchases.

Section B

Answer any 4 questions. Each carry 6 marks.

9. Construct a chart showing the classification of goods.
10. Illustrate the concept of modern marketing with the help of a diagram.
11. How does modern marketing differ from traditional marketing?
12. Discuss the role of each element of the marketing mix in achieving business objectives.
13. Explain Service Marketing Mix?
14. Discuss how to effectively communicate pricing strategies to consumers.

Section C

Answer any 2 questions. Each carry 14 marks.

15. Discuss the importance of Digital marketing?
16. Explain recent trends in Marketing environment.
17. What is Consumer Behavior? Explain its nature and significance.