

QP Code:DI32927		Total Pages: 2	Name:
		Register No.	
FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025			
(CUFYUGP)			
COP1MN107/COM1MN107 : ESSENTIALS OF MARKETING			
2024 Admission onwards			
Maximum Time :2 Hours		Maximum Marks :70	
Answers should be written in english			
Section A			
All Questions can be answered. Each Question carries 3 marks			
1	Define marketing and write its importance in business.		
2	State the term 'brand equity'.		
3	Write up any three objectives of pricing.		
4	What is meant by market environment?		
5	What are industrial products? Give two examples.		
6	What is personal selling?		
7	List out any three advantages of sustainable marketing.		
8	What do you mean by green marketing?		
9	What is the difference between marketing and selling?		
10	What is meant by warranty?		
(Ceiling : 24 Marks)			
Section B			
All Questions can be answered. Each Question carries 6 marks			
11	Explain the various concepts of marketing.		
12	Discuss the stages of the product life cycle with suitable examples.		
13	Explain the different factors that determine the price of a product.		
14	Discuss the importance and functions of public relations.		

15	Describe the features and strategies of green marketing.
16	Explain the significance of branding and brand positioning.
17	Explain the role of marketing in achieving business objectives.
18	Describe the role of intermediaries in the distribution channel. (Ceiling : 36 Marks)
Section C	
Answer any ONE question, carries 10 marks	
19	Discuss the evolution of marketing concepts and explain their relevance in the modern business world.
20	Explain the 4Ps of the marketing mix in detail with suitable examples. (1x10=10 Marks)

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Section A			
All Questions can be answered. Each Question carries 3 marks			
1	Define the term marketing philosophy.		
2	What is the role of intermediaries in distribution?		
3	State the concept of brand positioning.		
4	What do you mean by production concept of marketing?		
5	Define sales promotion.		
6	Write any three examples of green products.		
7	What is cost-based pricing?		
8	What are the stages of the product life cycle?		
9	What is meant by brand loyalty?		
10	What is meant by customer satisfaction?		
			(Ceiling : 24 Marks)
Section B			
All Questions can be answered. Each Question carries 6 marks			
11	Compare and contrast between warranty and guarantee.		
12	Discuss the role of pricing in marketing strategy.		
13	Describe the importance of marketing channels in product distribution.		
14	Explain the different types of consumer products.		
15	Discuss the concept of societal marketing and its relevance today.		

16	Explain the importance of brand equity and differentiation in marketing.
17	Describe the meaning and methods of competition-based pricing.
18	Explain how marketing can promote environmental sustainability. (Ceiling : 36 Marks)
Section C	
Answer any ONE question, carries 10 marks	
19	Explain the concept, features and strategies of sustainable marketing with examples.
20	Discuss the importance of product and pricing decisions in marketing management. (1x10=10 Marks)

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2024 Admission onwards			
Maximum Time :2 Hours		Maximum Marks :70	
Section A			
All Question can be answered. Each Question carries 3 marks (Ceiling : 24 Marks)			
1	Discuss the societal marketing concept.		
2	What is marketing environment?		
3	What do you mean by brand positioning?		
4	Define warranty.		
5	Define competition-based pricing.		
6	What is a distribution channel?		
7	Define sales promotion.		
8	What is public relation?		
9	What is sustainable marketing?		
10	What is energy consumption?		
Section B			
All Question can be answered. Each Question carries 6 marks (Ceiling : 36 Marks)			
11	Elaborate the evolution of marketing concepts.		
12	Describe the important characteristics of marketing		
13	Elaborate the concept of marketing mix.		
14	Discuss the various elements of Brand Equity.		
15	Analyse the role of distribution channel in distributing products.		
16	Describe the features of personal selling.		
17	How does resource depletion affect businesses, and what strategies can companies adopt to mitigate this issue?		

18	Define green marketing and discuss its importance.
Section C	
Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)	
19	What is pricing? Explain in detail the various methods of pricing.
20	Analyze the concept of green marketing. What strategies can businesses implement to effectively promote environmentally friendly products and practices while maintaining profitability?