

FIRST SEMESTER FYUGP EXAMINATION NOVEMBER 2024
MINOR
BIB1MN101 FUNDAMENTALS OF MARKETING

Time : 2 Hrs

Maximum Marks : 70

BL - Bloom's Taxonomy Level (1 to 6)

CO - Course Outcome

Section A		Ceiling Marks : 24		
Answer all questions. Each carries 3 marks.				
No.	Question	M	BL	CO
1.	What do you mean by latent demand	3	1	CO1
2.	Define the term 'relationship marketing'	3	2	CO1
3.	Explain the key strategical variations in reactive marketing and proactive marketing	3	5	CO1
4.	Classify the products based on tangibility	3	3	CO2
5.	How service product is differentiated from manufacturing product	3	5	CO2
6.	What is Informative advertising? Give an example of it	3	2	CO2
7.	Compare the promotional tools advertising and personal selling	3	5	CO2
8.	List a few social media platforms which are used in digital marketing	3	1	CO3
9.	Identify different stakeholders of a business entity	3	4	CO4
10.	Develop a vision statement for an organisation	3	6	CO4
Section B		Ceiling Marks : 36		
Answer all questions. Each question carries 6 marks.				
No.	Question	M	BL	CO
11.	What is the importance of relationship-oriented marketing approach	6	5	CO1
12.	Explain various types of consumer goods.	6	2	CO2
13.	"Understanding the lifecycle of a product is important for marketing mix strategy formulation". Comment your opinion on it	6	3	CO2 CO4
14.	Explain various factors that are affecting pricing decisions	6	4	CO2
15.	Message content and media of message delivery are vital in advertising. Justify this statement	6	4	CO2 CO4
16.	Explain the concept of vertical marketing systems (VMS). What are the different types of VMS?	6	2	CO2
17.	What is green marketing? Why is green marketing becoming increasingly important?	6	3	CO1 CO5
18.	Define corporate strategy and explain its importance in guiding a company's overall direction.	6	2	CO4 CO5
Section C				
Answer any 1 question. Each carries 10 marks. (1x10=10 marks)				
No.	Question	M	BL	CO
19.	Needs are different from demands. Justify this statement by explaining various types of needs and wants with relevant examples	10	3	CO1
20.	Compare traditional - media and digital media based on its marketing efforts	10	5	CO3
