

FIRST SEMESTER FYUGP EXAMINATION NOVEMBER 2025**Improvement/Supplementary (2024 Admissions)****MINOR****BIB1MN101: FUNDAMENTALS OF MARKETING****Time: 2 Hrs.****Maximum Marks: 70**

M – Mark

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

CO - Course Outcome

Section A: Answer all questions. Each carries 3 marks.				
Ceiling: 24 Marks				
No.	Question	M	BL	CO
1.	What do you mean by customer lifetime value?	3	2	CO1
2.	Identify various factors that can influence customer value.	3	4	CO1 CO5
3.	What is brand and how brand name is differentiated from brand mark?	3	4	CO2
4.	Give an example of by-product pricing.	3	3	CO2
5.	Differentiate between goods and services.	3	5	CO2
6.	Define Promotion Mix.	3	2	CO1 CO2
7.	Persuasive advertising is different from reminder advertising. Illustrate with examples.	3	5	CO2
8.	Define marketing strategy.	3	2	CO4 CO5
9.	State the factors that influence the choice of distribution channel for a product or service.	3	4	CO2
10.	What strategic actions might a company take for products classified as "Dogs" in the BCG Matrix?	3	3	CO4
Section B: Answer all questions. Each carries 6 marks.				
Ceiling: 36 Marks				
No.	Question	M	BL	CO
11.	Identify the items which can be marketed. Give relevant examples.	6	1	CO1
12.	Distinguish between marketing and selling concepts.	6	4	CO1 CO5
13.	What is the importance of relationship-oriented marketing approach?	6	5	CO1
14.	Discuss the marketing mix components which are exclusive for a service product.	6	3	CO1 CO2
15.	Explain the pros and cons of advertising.	6	4	CO2
16.	Discuss the future trends you anticipate in digital marketing and social media.	6	4	CO3
17.	Describe the significance of Search Engine Optimization in digital marketing.	6	5	CO3
18.	Elaborate on the functions of distribution channel.	6	2	CO2
Section C: Answer any one question. Each carries 10 marks. (1 x 10 = 10 Marks)				
No.	Question	M	BL	CO
19.	What is branding? Describe various types of brands with examples.	10	2	CO2
20.	Explain the BCG Matrix and its purpose in strategic management. How do you classify products using the BCG Matrix?	10	5	CO4