

12054

PG (Open Elective Course), 3rd Semester
Examination, December-2022
FUNDAMENTALS OF MARKETING
Paper -16IMSO2

Time allowed : 3 hours] [Maximum marks : 80

Note: The questions paper is divided into two sections. Sections 'A' comprises 8 short answer type question (carrying two mark each) which is compulsory and should not exceed 50 words normally. Section-B comprises 8 questions (2 from each Unit) the students shall be required to attempt four selecting one question from each unit. All questions carry equal marks.

Section-A

1. Short Answer type questions

- (a) Differentiate between selling and marketing.
- (b) What are latest trends in marketing?
- (c) What do mean by penetration strategy?
- (d) What is the role of marketing for society?
- (e) Distinguish between publicity and sales promotion.
- (f) What do you mean by market logistics?
- (g) What do you mean by branding?
- (h) What is wholesaling?

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Section-B

Unit-I

2. What is core marketing concept? Discuss the importance and process of marketing?
3. What is the need to study the marketing environment? Explain.

Unit-II

4. What is the importance of segmentation and selecting the target markets?
5. Explain marketing strategies at different stages of PLC.

Unit-III

6. Discuss the different types of distribution channels with examples.
7. What is meant by branding and packaging? How they are influencing decisions making in marketing?

Unit-IV

8. Highlight the importance of advertising and sales promotion. Discuss the issues and challenges is sales promotion.
9. What do you mean by green marketing? Whether these marketing techniques are followed in right spirit or not, Explain.