

Program: F.Y.B.Com (MS)

Semester: II

Program Code: UGMS02

Course: Principles of Marketing

Course Code: NUMS201

Duration: 2 Hour

Examination Pattern: NEP-Autonomous - External

Max. Marks: 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

Examination:
REGULAR

Q. 1	Attempt the following.	[15]	Course Outcome	Knowledge Level																												
(a)	Fill in the blanks with an appropriate answer from the alternatives given.																															
	<p>I Marketing mix is also called as _____.</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">a. 4 Cs</td> <td style="width: 50%; border: none;">b. 4 Ps</td> </tr> <tr> <td style="border: none;">c. 8 Ps</td> <td style="border: none;">d. 6 Ps</td> </tr> </table> <p>II Future product is also called as _____ product.</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">a. augmented</td> <td style="width: 50%; border: none;">b. potential</td> </tr> <tr> <td style="border: none;">c. reliable</td> <td style="border: none;">d. unreliable</td> </tr> </table> <p>III _____ means exchange value of the product.</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">a. Product</td> <td style="width: 50%; border: none;">b. Price</td> </tr> <tr> <td style="border: none;">c. Promotion</td> <td style="border: none;">d. Place</td> </tr> </table> <p>IV At _____ stage of PLC the product is out from the market.</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">a. decline</td> <td style="width: 50%; border: none;">b. withdrawal</td> </tr> <tr> <td style="border: none;">c. growth</td> <td style="border: none;">d. introductory</td> </tr> </table> <p>V The first step in marketing is _____.</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">a. feedback</td> <td style="width: 50%; border: none;">b. market research</td> </tr> <tr> <td style="border: none;">c. 4Cs</td> <td style="border: none;">d. promotions</td> </tr> </table> <p>VI _____ is always positive in nature.</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">a. Publicity</td> <td style="width: 50%; border: none;">b. Advertising</td> </tr> <tr> <td style="border: none;">c. Sales Promotion</td> <td style="border: none;">d. Public Relation</td> </tr> </table> <p>VII Withdrawing a product line is called as _____.</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">a. product</td> <td style="width: 50%; border: none;">b. product line contraction</td> </tr> <tr> <td style="border: none;">c. product line</td> <td style="border: none;">d. product mix</td> </tr> </table>	a. 4 Cs	b. 4 Ps	c. 8 Ps	d. 6 Ps	a. augmented	b. potential	c. reliable	d. unreliable	a. Product	b. Price	c. Promotion	d. Place	a. decline	b. withdrawal	c. growth	d. introductory	a. feedback	b. market research	c. 4Cs	d. promotions	a. Publicity	b. Advertising	c. Sales Promotion	d. Public Relation	a. product	b. product line contraction	c. product line	d. product mix		CO2	L1 - L2
a. 4 Cs	b. 4 Ps																															
c. 8 Ps	d. 6 Ps																															
a. augmented	b. potential																															
c. reliable	d. unreliable																															
a. Product	b. Price																															
c. Promotion	d. Place																															
a. decline	b. withdrawal																															
c. growth	d. introductory																															
a. feedback	b. market research																															
c. 4Cs	d. promotions																															
a. Publicity	b. Advertising																															
c. Sales Promotion	d. Public Relation																															
a. product	b. product line contraction																															
c. product line	d. product mix																															

	VIII	Which component of the marketing mix is a revenue generator for the organisation?				
		a. Product	b. Price			
		c. Promotion	d. Place			
	(b)	State whether the following statements are true or false.				
		I	Advertising is paid form of mass communication.			
		II	Dividing the heterogeneous market into homogeneous groups is called as segmentation.			
		III	The product concept of marketing focuses on adding USP to the product.	CO2	L1 – L2	
		IV	Brand loyalty means not switching to other brands.			
		V	The first step of new product development is idea generation.			
		VI	Marketing and selling are not synonymous terms.			
		VII	Direct marketing is also called as zero level marketing.			
Q. 2		Attempt the following.		[15]	Course Outcome	Knowledge Level
	(a)	"Selling is merely the tip of the iceberg in the vast ocean of marketing." Critically evaluate this statement by distinguishing between marketing and selling.		[8]	CO1	L5
	(b)	With the help of a neat diagram, explain the different stages of the Product Life Cycle.		[7]	CO2	L2
		OR				
	(c)	Evaluate the different concepts of marketing.		[8]	CO1	L5
	(d)	Explain the different tools of promotion mix used for marketing of a product.		[7]	CO2	L2
Q. 3		Attempt the following.		[15]	Course Outcome	Knowledge Level
	(a)	Explain any two bases of segmentation. If you are appointed as marketing manager justify appropriate bases of segmentation for the following products: i. iPhone 15 Pro ii. Amul Butter iii. Taj Hotels Luxury Suites iv. Gucci Handbags		[8]	CO4	L3

	(b) Analyze the concept of Marketing Information System (MIS) and examine different factors influencing pricing decision.	[7]	CO3	L4
	OR			
	(c) Discuss the advantages and limitations of online marketing. Based on your evaluation, design a creative internet marketing strategy for sun glasses as a product.	[8]	CO4	L3
	(d) Analyze the features of marketing research	[7]	CO3	L4
Q. 4	<p>Analyse the Cases and answer the following questions.</p> <p>Wildcraft India plans to launch a new range of smart travel organizers and tech accessories in India, including anti-theft backpacks, RFID passport holders, digital luggage trackers, and compact travel pouches. The products are targeted at young professionals and frequent travelers seeking secure and tech-friendly travel solutions.</p> <p>Although the company enjoys strong brand equity in outdoor gear, it faces stiff competition in the travel accessories segment</p>	[15]	Course Outcome	Knowledge Level
	(a) Design suitable IMC tools to promote the product.	[5]	CO2-CO4	L4
	(b) Which pricing strategy will you use to position the product in the Indian market?	[5]	CO2-CO4	L4
	(c) If you are appointed as the marketing manager suggests the bases of segmentation you would adopt to segment the market.	[5]	CO2-CO4	L4

-- X -- X --