

Roll No.

12054

**Open Elective 3rd Semester
Examination – November, 2023**

**FUNDAMENTAL OF MARKETING (Open Elective
Course)**

Paper : 17IMSO2/16IMSO2

Time : Three Hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : All questions of Section-A are *compulsory*. Attempt *four* questions from Section-B selecting at least *one* question from each Unit. All questions carry equal marks.

SECTION – A

1. Write short note on the following : $2 \times 8 = 16$

- (a) What is the difference between a product and a service ?

- (b) What do you mean by corporate orientation towards market ?
- (c) Define the term "market segmentation" and explain its importance in marketing.
- (d) What is meant by the term "product differentiation" ?
- (e) What is the difference between product line length, breadth and depth ?
- (f) Explain the concept of "brand awareness".
- (g) What are the *four* main elements of the promotion mix ?
- (h) What is the purpose of evaluating marketing efforts ?

SECTION – B

UNIT – I

2. Explain the nature and scope of marketing. What are the different functions of marketing ?

16

3. Discuss the concept of customer value and its importance in marketing. Explain how companies can create and deliver customer value to gain a competitive advantage ? Give examples to illustrate your answer. 16

UNIT – II

4. Discuss the importance of understanding buyer behavior for a marketer. Explain the factors that influence buyer behavior. 16
5. Discuss the concept of the product life cycle and its importance in marketing. Analyze the different stages of the product life cycle and explain the different marketing strategies that companies can use at each stage. 16

UNIT – III

6. Discuss the different stages of the new product development process. Explain the activities that take place at each stage and the importance of each stage in the process. 16

7. Explain the different types of distribution channels that a company can use. Give examples of each. 16

UNIT – IV

8. Analyze the importance of advertising in the promotion mix. Discuss how companies can use advertising to coordinate their promotional activities and create a consistent message across different media channels. 16
9. Discuss the concept of green marketing. Explain how companies can use green marketing to promote their environment friendly products and services ? Analyze the challenges that companies face when implementing green marketing program. 16
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