

Reg. No.: .....



Name: .....

**University of Kerala**

U8770

Second Semester FYUGP Degree Examination, April 2025

Discipline Specific Core Course

**MANAGEMENT**

**UK2DSCMGT101 - Marketing Management**

Academic Level: 100-199

**Time: 2 Hours(120 Mins)**

**Max. Marks: 56**

**Part A.6 Marks:Time 5 Minutes.(Cognitive Level :Remember(RE)/Understand(UN)) Objective Type.1 mark each,  
Answer all questions**

Qn No.	Question	CL	CO
1	Identify the components included in the marketing environment.  Options : A)Only customers B)Only competitors C)Both internal and external factors D)Only government regulations	RE	1
2	Name the father of marketing management Options : A)Philip kotler B)Abraham Maslow C)F W Taylor D)Abraham Philip	RE	1
3	Sales promotion at consumer level includes Options : A)price off, buy one get one, coupons B)dealer sales contest, buying allowance, price deals C)sales force contest, bonus to salesforce, D)dealer gifts, co-operative advertising, buyback allowance	UN	4
4	_____ is the process of deciding the value that customers will exchange for a product.	UN	3
5	STP process refers to  Options : A)segmentation, targeting, positioning B)sales, target, profit C)segmentation targeting, promotion D)segmentation, targeting, pricing	UN	2
6	_____ marketing involves promoting a product through an indirect means when direct promotion is restricted by law or regulation.	UN	1

**Part B.10 Marks.Time:20 Minutes (Cognitive Level:Understand(UN)/Apply(AP))Two-three sentences.2 marks each.Answer all questions**

Qn No.	Question	CL	CO
7	Explain Product Mix decisions	UN	3
8	Explain Concentrated Marketing	UN	2

Qn No.	Question	CL	CO
9	Suggest a pricing strategy for a newly opened boutique in your local area.	AP	3
10	Identify the various product positioning strategies	AP	2
11	Design a distribution channel strategy for a new e-commerce company selling outdoor gear products. .	AP	4

**Part C.16 Marks.Time:35 Minutes.(Cognitive Level :Apply(AP)/Analyse(AN))Short Answer.4 marks each, Answer all 4 questions,choosing among options \* within each question**

Qn No.	Question	CL	CO
12	A) A local clothing store has a limited budget for advertising. Identify a cost-effective advertising method and explain how it can help to increase sales. OR B) A business aims to grow its customer base for its organic food offerings. Use geographic segmentation to identify which region to be focused on and explain the reason behind it.	AP	4, 2
13	A) Explain how the political and legal environments influence marketing decisions.  OR B) Identify the different functions of packaging.	AP	1, 3
14	A) Compare the different distribution channels with suitable example OR B) Analyze the key stages of new product development and evaluate their effectiveness in contributing to successful product launches	AN	4, 3
15	A) Analyze how a company's market segmentation strategy impacts its competitive advantage OR B) Analyse the components of marketing mix	AN	2, 1

**Part D.24 Marks.Time: 60 Minutes.(Cognitive Level :Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer 6 Marks each.Answer all 4 questions choosing among options \* within each question**

Qn No.	Question	CL	CO
16	A) Discover the marketing strategies adopted by big margin free market to increase the sales  OR B) Examine how a company can use the marketing mix (4Ps) to launch a new product and gain a competitive advantage in the market.	AN	4, 1
17	A) Explain how Event Management concept plays a crucial role in building customer relationship	EV	4, 3

<b>Qn No.</b>	<b>Question</b>	<b>CL</b>	<b>CO</b>
	OR B) Assess the impact of pricing strategies on the overall effectiveness of the marketing mix in achieving business objectives.		
18	A) Elaborate the market positioning strategy of a company and its influence on customers' perceptions which ultimately drive the purchasing decisions? OR B) Assess the significance of various features of marketing in influencing consumer behavior and business success.	EV	2, 1
19	A) Design a framework showing various internal factors affecting pricing decisions. OR B) A Company wants to target families with young children with its new line of kids clothing. Elaborate the plan of a Promotional strategy for an effective reach in the target Market	CR	3, 2