

<b>QP Code: D 112407</b>		<b>Total Pages:2</b>	<b>Name:</b>
			<b>Register No.</b>
<b>FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024</b>			
<b>(CUFYUGP)</b>			
<b>COP1MN107/COM1MN107: ESSENTIALS OF MARKETING</b>			
<b>2024 Admission onwards</b>			
<b>Maximum Time :2 Hours</b>		<b>Maximum Marks :70</b>	
<b>Section A</b>			
<b>All Question can be answered. Each Question carries 3 marks (Ceiling : 24 Marks)</b>			
1	Discuss the societal marketing concept.		
2	What is marketing environment?		
3	What do you mean by brand positioning?		
4	Define warranty.		
5	Define competition-based pricing.		
6	What is a distribution channel?		
7	Define sales promotion.		
8	What is public relation?		
9	What is sustainable marketing?		
10	What is energy consumption?		
<b>Section B</b>			
<b>All Question can be answered. Each Question carries 6 marks (Ceiling : 36 Marks)</b>			
11	Elaborate the evolution of marketing concepts.		
12	Describe the important characteristics of marketing		
13	Elaborate the concept of marketing mix.		
14	Discuss the various elements of Brand Equity.		
15	Analyse the role of distribution channel in distributing products.		
16	Describe the features of personal selling.		
17	How does resource depletion affect businesses, and what strategies can companies adopt to mitigate this issue?		

18	Define green marketing and discuss its importance.
<b>Section C</b>	
<b>Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)</b>	
19	What is pricing? Explain in detail the various methods of pricing.
20	Analyze the concept of green marketing. What strategies can businesses implement to effectively promote environmentally friendly products and practices while maintaining profitability?