

Reg. No.: .....



Name: .....

**University of Kerala**

**U8980**

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      | The ® symbol indicates<br><br>Options :<br>A)A product is new in the market<br>B)A brand has applied for a trademark<br>C)The trademark is officially registered<br>D)The brand name is under copyright protection                                                                                   | RE | 1  |
| 2      | ..... is the activity of increasing the awareness about a company, product or service and to grab the attention of the potential customers at a lesser cost.                                                                                                                                         | RE | 4  |
| 3      | Infer the main objective of personal selling<br><br>Options :<br>A)To inform customers about the product<br>B)To create interest in the customers<br>C)To make sales through oral communication<br>D)To differentiate the product from competitors                                                   | UN | 4  |
| 4      | Identify the stage of the product life cycle where sales peak before starting to decline<br>Options :<br>A)Introduction<br>B)Growth<br>C)Maturity<br>D)Decline                                                                                                                                       | UN | 3  |
| 5      | Market segmentation helps a firm to _____<br><br>Options :<br>A)Understand the needs and characteristics of different sections of a market<br>B)Increase competition among different market segments<br>C)Decrease overall sales by limiting market reach<br>D)Ignore customer needs and preferences | UN | 2  |
| 6      | _____ marketing involves efforts to build long-term relationships with key stakeholders, including customers, employees, and partners.                                                                                                                                                               | 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      | Name two examples of social factors influencing the marketing environment.                                                                                                                                     | UN | 1  |
| 8      | Explain the role of logistics in the marketing channel with an example                                                                                                                                         | UN | 4  |
| 9      | Identify the marketing strategy applied by the industries like alcohol and tobacco, where direct advertising is banned.                                                                                        | AP | 1  |
| 10     | Relate the importance of product development and planning                                                                                                                                                      | AP | 3  |
| 11     | “Market research shows that your potential consumers prefer high priced products because they feel that the highly priced product is of having high quality”. Which type of pricing strategy should apply here | AP | 2  |

**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 new brand of skincare products is entering the market. Identify the factors that should be considered while designing its promotion mix. OR<br>B) Analyze the steps to identify the scope or demand of a new product | AP | 4, 2 |
| 13     | A)<br>Identify the internal factors affecting marketing Mix of a home appliances manufacturer.<br>OR<br>B) Build a modification plan to a company’s existing product mix to enhance greater customer satisfaction         | AP | 1, 3 |
| 14     | A)<br>Examine the effect of seasonal sales promotions on a company’s overall profitability.<br>OR<br>B)<br>Break down the components of the promotion mix                                                                 | AN | 4, 3 |
| 15     | A)<br>Analyse the reason for using product differentiation as a strategy to attract customers.<br>OR<br>B) Analyse the concept of market segmentation                                                                     | AN | 1, 4 |

**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) Examine any one strategy of a multi-national company employed to maintain a unique market positioning OR<br>B) Assume, if a company skips the market testing stage in product development process, examine its impact on the success of a product. | AN | 2, 3 |
| 17     | A) Publicity through influencers and celebrities is increasing. Evaluate whether influencer driven publicity is more credible than traditional media coverage. OR                                                                                     | EV | 4, 2 |

| Qn No. | Question                                                                                                                                                                                                                                                   | CL | CO   |
|--------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|------|
|        | <p>B)</p> <p>Assess the role of branding in shaping consumer perception.</p>                                                                                                                                                                               |    |      |
| 18     | <p>A)</p> <p>Evaluate the need for market positioning as a successful marketing strategy in the competitive world.</p> <p>OR</p> <p>B)</p> <p>Evaluate the effectiveness of the holistic marketing concept in building customer relationships</p>          | EV | 2, 1 |
| 19     | <p>A)</p> <p>Design a suitable layout strategy of a hypermarket for boosting sales by displaying all the products to the customer as well as spending more time inside the shop.</p> <p>OR</p> <p>B) Elaborate measures to promote sales of a product.</p> | CR | 4, 3 |