

Reg. No.:



Name:

University of Kerala

U9179

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	Select the primary purpose of packaging Options : A)To increase the weight of the product B)To protect and preserve the product C)To make the product more expensive D)To reduce production cost	RE	3
2	From producer to retailer to consumer, identify the type of channel of distribution.	RE	4
3	The marketing philosophy which uses availability and affordability as a means to achieve its objectives Options : A)Marketing concept B)Selling concept C)Product concept D)Production concept	UN	4
4	Select perishable goods Options : A)Canned beans B)Fresh milk C)Plastic utensils D)Steel rods	UN	3
5	Show the type of market research involves examining data gathered from reports studies and public records. Options : A)Primary research B)Qualitative research C)Secondary research D)Quantitative research	UN	2
6	_____ marketing refers to a strategy where consumers are not aware that they are being marketed to.	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	Summarise the importance of Marketing	UN	1

Qn No.	Question	CL	CO
8	Summarize the role of supply chain management in improving customer satisfaction	UN	2
9	A new detergent brand introduces eco- friendly packaging. Which element of the marketing mix is being emphasized?	AP	1
10	Mansi took her niece, Ridhima, shopping at 'Mega Stores' to buy her a bag for her birthday. She was delighted when, on payment for the bag, she got a pencil box along with the bag free of cost. Identify the technique of sales promotion used by the company.	AP	3
11	Suggest a targeting strategy for a new fitness app.	AP	2

Part C.16 Marks: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) Choose an advertising strategy for a startup and justify your choice OR B) Develop a positioning strategy for a budget-friendly cosmetic product.	AP	4, 2
13	A) Construct the environmental factors that affect the introduction of a chemical plant in a residential area ? OR B) Choose the most appropriate pricing strategy for a new luxury skincare brand and justify your decision.	AP	1, 3
14	A) Examine the role that digital advertising plays in the promotional mix for a smart phone brand. OR B) Analyse the advantages of adopting skimming pricing strategy in an innovative product marketing .	AN	4, 3

Qn No.	Question	CL	CO
15	A) Examine the role of market research in identifying customer needs OR B) Decision on marketing mix is imperative for a manufacturer. Examine	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) Discuss the differences between Demographic segmentation and Geographic Segmentation. OR B) Explain the factors that affect the fixation of the price of a product.	AN	2, 3
17	A) Conclude the motives behind product development and brand management for companies OR B) Explain the benefits and risks of adopting brand extension strategy	EV	4, 3
18	A) Evaluate and compare the various levels of market segmentation. OR B) Evaluate the relevance of different marketing concepts in today's competitive business environment. Which do you think is most effective and why?	EV	2, 1
19	A) Discuss how Realme mobiles can optimise its cost-plus pricing strategy to remain competitive in the Indian smartphone market while ensuring long-term profitability, given its 40% markup and selling price of ₹ 25200 per smartphone, compared to competitors offering similar models at ₹23000. OR B) How would a clothing retailer use demographic segmentation to tailor their product offerings and market campaigns?	CR	3, 2