

QP Code:D132527		Total Pages: 2	Name:
			Register No.
<b>FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025</b>			
<b>(CUFYUGP)</b>			
<b>COM1MN107/COP1MN107 ESSENTIALS OF MARKETING</b>			
<b>2024 Admission onwards</b>			
<b>Maximum Time :2 Hours</b>			<b>Maximum Marks :70</b>
<b>Answers should be written in english</b>			
<b>Section A</b>			
<b>All Questions can be answered. Each Question carries 3 marks</b>			
1	Define the term marketing philosophy.		
2	What is the role of intermediaries in distribution?		
3	State the concept of brand positioning.		
4	What do you mean by production concept of marketing?		
5	Define sales promotion.		
6	Write any three examples of green products.		
7	What is cost-based pricing?		
8	What are the stages of the product life cycle?		
9	What is meant by brand loyalty?		
10	What is meant by customer satisfaction?		
			<b>(Ceiling : 24 Marks)</b>
<b>Section B</b>			
<b>All Questions can be answered. Each Question carries 6 marks</b>			
11	Compare and contrast between warranty and guarantee.		
12	Discuss the role of pricing in marketing strategy.		
13	Describe the importance of marketing channels in product distribution.		
14	Explain the different types of consumer products.		
15	Discuss the concept of societal marketing and its relevance today.		

16	Explain the importance of brand equity and differentiation in marketing.
17	Describe the meaning and methods of competition-based pricing.
18	Explain how marketing can promote environmental sustainability.  (Ceiling : 36 Marks)
<b>Section C</b>	
<b>Answer any ONE question, carries 10 marks</b>	
19	Explain the concept, features and strategies of sustainable marketing with examples.
20	Discuss the importance of product and pricing decisions in marketing management.  (1x10=10 Marks)