

Reg. No.....

Name.....

**B A, B SC, B COM DEGREE END SEMESTER EXAMINATION - APRIL 2025****UGP (HONS.) SEMESTER - 2: DISCIPLINE SPECIFIC COURSE****COURSE: 24UBBADSC105: FUNDAMENTALS OF MARKETING***(For Regular 2024 Admission)*

Time: 2 Hours

Max. Marks - 70

**PART A****Answer all five questions, each question carries 2 marks****(5 × 2 = 10 Marks)**

1. Differentiate between needs and wants in the context of marketing. (U, CO1)
2. What is meant by product positioning? Provide one example. (U, CO3)
3. Outline two challenges faced during the new product development process. (U, CO4)
4. What is meant by price skimming? When is it appropriate to use this strategy? (U, CO2)
5. Define Marketing Myopia (U, CO1)

**PART B****Answer any five questions, each question carries 5 marks****(5 × 5 = 25 Marks)**

6. Analyze the four major functions of marketing and explain how they contribute to bridging the gap between producers and consumers. (U, CO1)
7. List and explain a comprehensive marketing mix strategy for a product addressing all four P's with appropriate justification. (A, CO2)
8. Compare and contrast the three primary targeting strategies (undifferentiated, differentiated, and concentrated) and discuss scenarios where each would be most appropriate. (S, CO3)
9. Evaluate the significance of positioning in modern marketing and explain the key positioning strategies businesses employ to create distinct brand identities. (S, CO3)
10. Examine the stages involved in new product development and explain the critical considerations at each stage that determine market success. (U, CO4)
11. Illustrate marketing myopia and its causes with the help of an example. (U, CO1)
12. Give a brief explanation on why marketing planning is important for a business. (U, CO2)

**PART C****Answer any one question, this question carries 10 marks****(1 × 10 = 10 Marks)**

13. State and explain the importance of marketing from the point of view of Customers and Business. (U, CO1)
14. In detail explain PLC and its limitations. (U, CO4)

## PART D

**15. Analyse the below given case and answer the following questions****(1 × 25 = 25 Marks)****Scenario:**

A beverage company, "FreshSip," wants to develop a new line of healthy, organic fruit juices targeting health-conscious millennials. The company aims to create a product that is low in sugar, free from artificial additives, and packaged in eco-friendly materials. FreshSip plans to launch the product in six months and needs to ensure it meets customer expectations and stands out in a competitive market.

**Questions:**

1. Identify the above-mentioned concept from case study and mention its key stages & briefly explain each stage. (U, CO4)
2. Why is market research important in this process, and what specific information should FreshSip gather before developing the new fruit juice? (U, CO4)
3. What are two potential challenges FreshSip might face during this process, and how can the company address them? (U, CO4)
4. Suggest two innovative features FreshSip can include in its new fruit juice to differentiate it from competitors. (A, CO2)
5. How can FreshSip test the marketability of its new product before the official launch? Provide two methods. (A, CO2)

**OBE: Questions to course outcome mapping**

CO	Course Outcome Description	CL	Questions	Total
CO 1	Students will be able to grasp the core concepts and functions of marketing.	U	1,5,6,11,13	24
CO 2	Learners will demonstrate the ability to strategize and analyze the four key elements of the marketing mix.	A	4,7,12, Case study questions no 4 &5	22
CO 3	Students will acquire skills in market segmentation, identifying distinct market segments based on relevant criteria.	S	2,8,9	12
CO 4	Students will be able to explain the significance of new product development, its life cycle, and the integration of modern marketing strategies	U	3,10,14,Casestudy questions no 1,2 &3	32

**Cognitive Level (CL): Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S).**