

Reg. No.....

Name.....

B A, B SC, B COM DEGREE END SEMESTER EXAMINATION - APRIL 2026**UGP (HONS.) SEMESTER - 2: DISCIPLINE SPECIFIC COURSE****COURSE: 24UBBADSC105: FUNDAMENTALS OF MARKETING***(For Regular 2025 and Improvement/Supplementary 2024 Admission)*

Time: 2 Hours

Max. Marks - 70

PART A**Answer all FIVE. 2 marks each**

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| 1. What is market segmentation? | (K, CO3) |
| 2. What is product mix? | (K, CO2) |
| 3. Define personal selling. | (K, CO2) |
| 4. What is Target marketing? | (U, CO1) |
| 5. What is e-commerce? | (K, CO4) |
| | (2 × 5 = 10) |

PART B**Answer any FIVE. 5 marks each.**

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| 6. Explain the types of market segmentation. | (U, CO3) |
| 7. Describe the concepts of marketing. | (U, CO2) |
| 8. Explain the pricing methods used by companies. | (U, CO2) |
| 9. Discuss the functions of marketing. | (An, CO2) |
| 10. Describe Marketing Mix. | (U, CO2) |
| 11. What is i) Social Marketing and ii) Social Media Marketing | (U, CO4) |
| 12. Describe how STP helps in effective marketing. | (An, CO3) |

(5 × 5 = 25)**PART C****Answer any ONE. 10 marks each.**

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| 13. Explain the marketing environment and its types. | (An, CO1) |
| 14. Explain the New Product Development process and Product Life Cycle. | (An, CO4) |

(1 × 10 = 10)

PART D – CASE STUDY

Read the case thoroughly and answer the FIVE questions. 5 marks each.

Nike is one of the leading sportswear companies in the world. It produces athletic footwear, apparel, and sports equipment for athletes and fitness enthusiasts. Nike's success is largely due to its strong branding, innovation, and effective marketing strategies.

The company targets athletes, sports lovers, and young consumers who follow active lifestyles. Nike has built a powerful brand image through its famous slogan "Just Do It", which inspires people to pursue their goals and push their limits.

Nike frequently collaborates with well-known athletes and sports teams to promote its products. These partnerships help build credibility and influence consumers' purchasing decisions.

Digital marketing is another important element of Nike's strategy. The company uses social media platforms, online campaigns, and mobile applications such as fitness apps to engage customers. These apps allow users to track workouts, join fitness communities, and receive personalized recommendations.

Nike also invests heavily in product innovation. It continuously develops new technologies in sports shoes and apparel to improve performance and comfort. Sustainable production practices and eco-friendly materials are also becoming important parts of the company's strategy.

Through strong branding, continuous innovation, and digital engagement, Nike maintains its leadership position in the global sportswear market.

Questions:

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| 15. Executive Summary. | (An, CO1, CO2, CO3, CO4) |
| 16. Identify the target market of Nike. | (U, CO3) |
| 17. Explain the marketing mix (4Ps) used by Nike. | (An, CO2) |
| 18. Suggest two promotional strategies Nike can use to strengthen its brand. | (C, CO4) |
| 19. Explain how innovation helps Nike maintain its competitive advantage. | (An, CO4) |

(5 × 5 = 25)