Program: T.Y.B.COM Semester: V Program Code: UGCOM01

Course: Commerce V (Marketing) Course Code: NUCM501

Duration: 2 Hour Examination Pattern: NEP AUTONOMOUS Max. Marks: 60

Instructions:

1. Any 4 from Q No 1 to Q No 6.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.
4. CO (Course Outcome), KL (Knowledge Level).

Examination:

REGULAR

Q. 1		Analyse the case	[15]	CO's	KL's
		QuickBite Café is located close to a large college campus. Its main customers are college students and young professionals living nearby. The café offers burgers, sandwiches, pizzas, coffee, cold drinks, and snacks. It also introduces special combo meals that include a burger, fries, and a drink at a lower combined price. Since most of its customers are students, QuickBite keeps its prices affordable. A regular burger costs ₹99, while combo meals start at ₹149. Customers can dine at the café, take away their food, or order through food delivery applications. QuickBite actively promotes itself through Instagram and WhatsApp. Every Friday, it runs a "Buy One Get One Free" offer on selected items. It also gives students a 10% discount when they show their college ID card.			
		Answer the following.			
	(a)	Identify the main target customers of QuickBite Café.	(03)	CO2	L2
	(b)	What products and services are offered by QuickBite?	(03)	CO2	L2
	(c)	Explain the pricing strategy used by the café.	(03)	CO3	L3
	(d)	How does QuickBite make its products available to customers?	(03)	CO3	L3
	(e)	Give suggestions to improve the services of QuickBite.	(03)	CO4	L3
Q. 2		**Attempt any TWO of the following.**	**[15]**	**CO's**	**KL's**
	(a)	Define Marketing. Explain its functions.		CO1	L1
	(b)	Suggest the steps in the process of Marketing Research.		CO1	L2
	(c)	Explain the benefits of Marketing Segmentation to marketers.		CO1	L3

Q. 3		**Attempt any TWO of the following.**	**[15]**	**CO's**	**KL's**
	(a)	What are the elements of Marketing Mix?		CO'2	KL's
	(b)	Suggest the essentials of a good Package.		CO2	L1
	(c)	Enumerate the factors influencing Pricing.		CO2	L2
Q. 4		**Attempt any TWO of the following.**	**[15]**	**CO's**	**KL's**
	(a)	Discuss the traditional distribution channels in marketing.		**CO 3**	**L 1**
	(b)	Suggest the elements of the Promotion Mix.		**CO 3**	**L3**
	(c)	What are the skills required for effective selling?		**CO 3**	**L2**
Q. 5		**Attempt any TWO of the following.**	**[15]**	**CO's**	**KL's**
	(a)	Bringout unethical practices in marketing.		CO 4	L2
	(b)	Suggest the strategies for effective Rural Marketing.		CO 4	L3
	(c)	Explain the reasons for failure of brands in India with suitable examples.		CO 4	L4
Q. 6		**Write Short Notes (Any 3)**	**[15]**	**CO's**	**KL's**
	(a)	The Holistic Concept of Marketing.		CO 1	L3
	(b)	Penetration Pricing Strategies.		CO 2	L3
	(c)	Factors influencing selection of distribution channels.		CO 3	L3
	(d)	Features of Integrated Marketing Communication.		CO 3	L2
	(e)	Career options in Marketing.		CO 4	L2

- - X - - X - -