

NEP - Semester End Examination – October 2025

Program: S.Y.B.Com (MS) **III** Course: Introduction to Marketing Management
 Program Code: **UGMS02** Course Code: **NUMS301**

Duration: 2 Hours Max. Marks: 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

Q. 1	Attempt the following.				[15]	Course Outcome	Knowledge Level
(a)	Fill in the blanks with an appropriate answer from the alternatives given.				[8]		
	I)	Marketing mix is also called as _____.					
		a. 4Cs	b. 4Ps				
		c. 6Ps	d. 8Ps				
	II)	Future product is also called as _____ product.					
		a. augmented	b. potential				
		c. reliable	d. unreliable				
	III)	____ involves communication with the consumers.					
		a. Product	b. Promotion				
		c. Price	d. Place				
	IV)	At _____ stage of PLC the product is out from the market.					
		a. decline	b. withdrawal				
		c. growth	d. introductory				
	V)	The first step in marketing is _____.					
		a. feedback	b. market research				
		c. 4Cs	d. promotions				
	VI)	____ can be positive or negative in nature.					
		a. Advertising	b. Publicity				
		c. Sales Promotion	d. Public Relation				

		VII)	Set of products offered by the organisation to the consumers is called as _____.			
		a.	product	b.	product mix	
		c.	product line	d.	product line contraction	
		VIII)	Which component of the marketing mix is a revenue generator for the organisation?			
		a.	Product	b.	Price	
		c.	Promotion	d.	Place	
	(b)	State whether the following statements are true or false.				[7]
		I)	Advertising is nonpaid form in nature.			
		II)	Product line contraction refers to adding a few more items to existing product lines.			
		III)	The product concept of marketing focuses on society welfare.			
		IV)	Brand loyalty means giving name, sign, and symbol, and logo.			
		V)	Under product concept of marketing unique features and USP are added to the product			
		VI)	Marketing and selling are synonymous terms.			
		VII)	When consumers get over and above their expectations they get dissatisfied.			
Q. 2		Attempt the following.				[15]
	(a)	Critically evaluate the statement: 'The term marketing and selling are used in an interchangeable manner. However, selling is just a tip of the iceberg in marketing.' Justify your answer				[8]
	(b)	With the help of a neat diagram, explain the different stages of the Product Life Cycle.				[7]
		OR				
	(c)	Evaluate the different concepts of marketing.				[8]
	(d)	Explain the different tools of promotion mix used for marketing of a product.				[7]
Q. 3		Attempt the following.				[15]
	(a)	Explain any two bases of segmentation. If you are appointed as marketing manager justify appropriate bases of segmentation for				[8]

	<p>the following products:</p> <ol style="list-style-type: none"> BMW car Rolex watch Chalk and duster Business class flights 			
	(b) Analyze the concept of Marketing Information System (MIS) and examine its importance in marketing.	[7]	CO3	L4
	OR			
	(c) Discuss the advantages and limitations of internet marketing. Based on your evaluation, design a creative internet marketing strategy for a product of your choice.	[8]	CO4	L3
	(d) Analyze the nature of marketing research	[7]	CO3	L4
Q. 4	<p>Analyse the Cases and answer the following questions.</p> <p>A multinational FMCG company known for its confectionary product is planning to launch a new brand of chewing gums in the Indian market. The chewing gums will be available nationwide in orange, mint and strawberry flavor.</p>	[15]		
	(a) Design suitable IMC tools to promote the product.	[5]	CO2-CO4	L4
	(b) Which positioning strategy will you use to position the product in the Indian market?	[5]	CO2-CO4	L4
	(c) If you are appointed as the marketing manager suggests the bases of segmentation you would adopt to segment the market.	[5]	CO2-CO4	L4

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