



**PARVATHANENI BRAHMAYYA**  
**SIDDHARTHA COLLEGE OF ARTS & Science**  
*Autonomous*  
Siddhartha Nagar, Vijayawada – 520010.  
*Re-accredited at 'A+' by the NAAC*

**23DMMIL121: Marketing**                      **Minor: Digital Marketing**                      **Offered to : All UG Programs**

**Year of Introduction: 2023-24**

**Minor 1**

**Semester : II**

**75 Hours**

**Credits : 4**

**SEMESTER:II**

**No of Credits :4**

**CO1:** To introduce the concepts of marketing and understand the factors influence the market environment.

**CO2:**Analyse the consumer market models and enlightens consumer buyer behaviour models.

**CO3:** Understand the concept of product and identify the need of product mix and product line decisions.

**CO4:** Develop an idea about pricing strategies and pricing decisions.

**CO5:** Enhance the students about decisions regarding promotion and distribution channels.

**Mapping of Course Outcomes (COs) with Programme Outcomes (POs) & PSOs**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1									
CO2									
CO3									
CO4									
CO5									

**UNIT – I: Introduction**

**12Hrs**

Concepts of marketing – Product concept – Selling concept – Societal marketing concept – Marketing concept – Marketing mix – 7p's of marketing – Marketing environment

**UNIT – II: Consumer behavior and Market Segmentation**

**17Hrs**

Buying decision process – Stages – Buying behavior – Market segmentation Bases of Segmentation – Selecting segmentation – Advantages of segmentation

**UNIT – III: Product management**

**18Hrs**

Product Classification-Levels of Product -Product life cycle – New products – product mix and product line decisions – Design – Branding –Packaging and Labelling

**UNIT – IV: Pricing decision**

**15Hrs**

Factors influencing price- Determination of Price – Pricing strategies: Skimming and Penetration Pricing.

**UNIT – V: Promotion and distribution**

**13Hrs**

Promotion mix – Advertising – Sales Promotion-Publicity – Public relations – Personal selling and direct marketing – Distribution channels – Online marketing.

Text Book:

1. Marketing-k.Ravindhranadh-First Edition :2021 –Himalaya Publishing House.

**References:**

1. Philip Kotler, Marketing Management, Prentice Hall of India.
2. Philip Kotler& Gary Armstrong, Principles of Marketing, Pearson Prentice Hall.
3. V.S. Ramaswamy S. NamaKumari, Marketing Management – Planning, McMillan.



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**MODEL PAPER**

**Course Code: 23DMMIL121:: MARKETING**

**Minor: Digital Marketing**

**Duration: 3Hrs.**

**II Semester**

**Max Marks: 70M**

**SECTION - A**

**5 X 4M = 20M**

**Answer any Five of the following:**

1. (a) Elements of Marketing mix (CO1) L1  
(Or)  
(b) Marketing Concept (CO1) L1
2. (a) Market Segmentation (CO2) L2  
(Or)  
(b) Buying Behaviour (CO2) L2
3. (a) Levels of Product (CO3) L1  
(Or)  
(b) Essentials of Packing (CO3) L1
4. (a) Importance of Pricing (CO4) L1  
(Or)  
(b) Penetration Pricing (CO4) L1
5. (a) Online marketing (CO5) L2  
(Or)  
(b) Publicity VS Public Relations (CO5) L2

**SECTION – B**

**5X10M =50M**

**Answer the following:**

**UNIT-I**

6. a) Define Marketing and explain the Need for Marketing. (CO1) L2  
Or  
b) Explain the Internal Environment of Marketing. (CO1) L2

**UNIT-II**

7. a) What is Consumer Behaviour? Explain the Buying Decision process. (CO2) L2  
Or  
b) Explain the advantages of Market segmentation. (CO2) L2

**UNIT-III**

8. a) What is Product Mix? Explain the factors affecting Product Mix. (CO3) L2  
Or  
b) What is Branding? State its advantages and limitations. (CO3) L2

**UNIT-IV**

9. a) What do you mean by pricing decisions? Explain the major objectives of pricing. (CO4) L2  
Or  
b) Explain the various methods of pricing of products. (CO4) L2

**UNIT-V**

10. a) What is Promotion mix? Explain the factors affecting marketing promotion mix. (CO5) L2  
Or  
b) Explain the advantages and disadvantages of Advertising. (CO5) L2