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G. VENKATASWAMY NAIDU COLLEGE (AUTONOMOUS), KOVILPATTI – 628 502.



UG DEGREE END SEMESTER EXAMINATIONS - APRIL 2025.

(For those admitted in June 2021 and later)

PROGRAMME AND BRANCH: B.COM., BUSINESS ANALYTICS

SEM	CATEGORY	COMPONENT	COURSE CODE	COURSE TITLE
VI	PART - III	CORE ELECTIVE	U21BA6E3B	PRINCIPLES OF MARKETING

Date & Session: 02.05.2025/FN

Time : 3 hours

Maximum: 75 Marks

Course Outcome	Bloom's K-level	Q. No.	SECTION - A (10 X 1 = 10 Marks) Answer <u>ALL</u> Questions.
CO1	K1	1.	Identify one among the functions of Exchange. a) Storage b) Selling c) Financing d) All the above
CO1	K2	2.	Relate the process by means of which goods and services are exchanged. a) Marketing b) Distribution c) Selling d) Buying
CO2	K1	3.	Who popularised the 4' Ps Classification? a) Neil H.Borden b) William Stanton c) Philip kotler d) Jerome McCarthy
CO2	K2	4.	Outline the following which is not related to the economic model of consumer behaviour. a) Higher the income, higher the sales b) Higher the price, higher the sales c) Higher the promotional expenses, higher the sales d) Lower the price, higher the sales
CO3	K1	5.	How many stages are there in the Product life Cycle? a) 2 b) 3 c) 4 d) 5
CO3	K2	6.	Indicate about Skimming Price means in the market. a) High price b) Low price c) Medium price d) None of the above
CO4	K1	7.	Which is known as Printed Salesmanship? a) Personal selling b) Advertising c) Sales Promotion d) All the above
CO4	K2	8.	Discover the word advertising is derived from the Latin word. a) Advertere b) Advarto c) Adveria d) None of the above
CO5	K1	9.	What is E-Marketing? a) Internet Markerting b) Web Markerting c) Digital Markerting d) All the above
CO5	K2	10.	Illustrate the strategies and techniques used to promote the products, services or brands through mobile devices. a) Green Markerting b) Social Markerting c) Mobile Markerting d) Direct Markerting
Course Outcome	Bloom's K-level	Q. No.	SECTION - B (5 X 5 = 25 Marks) Answer <u>ALL</u> Questions choosing either (a) or (b)
CO1	K3	11a.	Interpret the importance of Marketing. (OR)
CO1	K3	11b.	Write about Niche Marketing? Develop its features.

CO2	K3	12a.	Analyze the methods of Market Segmentation. (OR)
CO2	K3	12b.	Classify the types of Buying Motives.
CO3	K4	13a.	Correlate Product mix and its elements. (OR)
CO3	K4	13b.	Examine the stages involved in price determination process.
CO4	K4	14a.	Simplify Digital Advertising Media and its advantages. (OR)
CO4	K4	14b.	Distinguish between Advertising and Personal Selling.
CO5	K5	15a.	Measure the recent trends in Marketing advancement in Technology. (OR)
CO5	K5	15b.	Interpret about E-Marketing and its types.

Course Outcome	Bloom's K-level	Q. No.	SECTION - C (5 X 8 = 40 Marks) Answer <u>ALL</u> Questions choosing either (a) or (b)
CO1	K3	16a.	Illustrate the Functions of Marketing. (OR)
CO1	K3	16b.	Classify the different types of Markets.
CO2	K4	17a.	What do you think about Product Positioning? Inference its different position Strategies. (OR)
CO2	K4	17b.	Examine the underlying cause for Consumer decision process.
CO3	K4	18a.	Analyze the different stages in Product Life Cycle. (OR)
CO3	K4	18b.	Clarify the meaning of Pricing. Analyse the reasons for the objectives of pricing decisions.
CO4	K5	19a.	Critically evaluate the functions of Advertising. (OR)
CO4	K5	19b.	Discuss about Sales promotion and show its importance.
CO5	K5	20a.	Can you defend your opinion about the components of Global market environment. (OR)
CO5	K5	20b.	Justify about E-Tailing. What are the consequence features of E-Tailing marketing.