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G. VENKATASWAMY NAIDU COLLEGE (AUTONOMOUS), KOVILPATTI – 628 502.**UG DEGREE END SEMESTER EXAMINATIONS - APRIL 2025.**

(For those admitted in June 2023 and later)

PROGRAMME AND BRANCH: B.Com., BUSINESS ANALYTICS

SEM	CATEGORY	COMPONENT	COURSE CODE	COURSE TITLE
III	PART - III	CORE - 6	U23BA306	PRINCIPLES OF MARKETING

Date & Session: 26.04.2025/AN**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.	Which of the following is NOT part of the 4P's of marketing? a) Product b) Price c) Profit d) Promotion
CO1	K2	2.	The process of dividing a market into distinct groups with common needs is called a) Market targeting b) Market segmentation c) Market positioning d) Market development
CO2	K1	3.	Which marketing concept focuses on creating and delivering value to customers? a) Production concept b) Selling concept c) Marketing concept d) Product concept
CO2	K2	4.	A brand's positioning refers to a) Its price in the market b) Its place in the supply chain c) Its image in the minds of consumers d) Its physical location in stores
CO3	K1	5.	Which type of market research involves asking people directly through surveys and interviews? a) Secondary research b) Primary research c) Observational research d) Experimental research
CO3	K2	6.	What does SWOT stand for in marketing? a) Sales, Workforce, Organisation, Targets b) Strengths, Weaknesses, Opportunities, Threats c) Strategy, Wealth, Operations, Technology d) Suppliers, Workers, Objectives, Timing
CO4	K1	7.	In the product life cycle the stage where sales peak and profits are maximized is a) Introduction b) Growth c) Maturity d) Decline
CO4	K2	8.	A strategy that involves selling existing products to new markets is called a) Market penetration b) Product development c) Diversification d) Market development
CO5	K1	9.	Which of these is a psychological factor influencing consumer behaviour? a) Culture b) Income level c) Motivation d) Family
CO5	K2	10.	Which pricing strategy sets a high price to signal quality or exclusivity? a) Penetration pricing b) Skimming pricing c) Competitive pricing d) Cost-plus pricing

Course Outcome	Bloom's K-level	Q. No.	<p align="center">SECTION – B (5 X 5 = 25 Marks) Answer <u>ALL</u> Questions choosing either (a) or (b)</p>
CO1	K3	11a.	State the nature and scope of marketing. (OR)
CO1	K3	11b.	Explain the difference between marketing and selling.
CO2	K3	12a.	Describe the process of market segmentation. (OR)
CO2	K3	12b.	Explain the advantages and disadvantages of market segmentation.
CO3	K4	13a.	Discuss the 4P's of marketing mix. (OR)
CO3	K4	13b.	Describe the types of pricing.
CO4	K4	14a.	Evaluate the different types of sales promotion techniques. (OR)
CO4	K4	14b.	Enumerate the different types of advertising.
CO5	K5	15a.	Assess the types of e-marketing services offered by customers in detail. (OR)
CO5	K5	15b.	Analyse the advantages and disadvantages of e-marketing.

Course Outcome	Bloom's K-level	Q. No.	<p align="center">SECTION – C (5 X 8 = 40 Marks) Answer <u>ALL</u> Questions choosing either (a) or (b)</p>
CO1	K3	16a.	State the functions of marketing. (OR)
CO1	K3	16b.	Explain the different types of market.
CO2	K4	17a.	Evaluate the tools and techniques of market segmentation. (OR)
CO2	K4	17b.	Explain the steps in consumer buying decision process in detail.
CO3	K4	18a.	Discuss the advantages and disadvantages of advertising. (OR)
CO3	K4	18b.	Describe the Product Life Cycle in detail.
CO4	K5	19a.	Analyse the difference between modern media and traditional media. (OR)
CO4	K5	19b.	Enumerate the types of advertising media.
CO5	K5	20a.	Assess the difference between e-marketing and m-marketing. (OR)
CO5	K5	20b.	Evaluate the different types of channels of distribution in marketing.