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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., PROFESSIONAL ACCOUNTING**

SEM	CATEGORY	COMPONENT	COURSE CODE	COURSE TITLE
V	PART - III	CORE ELECTIVE	U21PA5E2A	MARKETING MANAGEMENT

Date &amp; Session: 03.05.2025/FN

Time : 3 hours

Maximum: 75 Marks

Course Outcome	Bloom's K-level	Q. No.	<b>SECTION – A (10 X 1 = 10 Marks)</b> <b>Answer ALL Questions.</b>
CO1	K1	1.	_____ defined marketing as the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit? a) Steve Jobs    b) Philip Kotler    c) Peter Drucker    d) Abraham Maslow
CO1	K2	2.	A place for buying and selling activities is called_____. a) Market.    b) Marketing    c) Market research    d) Market information
CO2	K1	3.	Which one is not a part of the 4 Ps? a) Product    b) Public    c) Price    d) Place
CO2	K2	4.	The marketer focuses on product awareness, trial, and expansion in this stage of the product life cycle? a) Growth Stage    b) Decline Stage    c) Maturity stage    d) Introduction stage
CO3	K1	5.	Transporting and storing goods is part of which of the following marketing channel functions? a) negotiation    b) physical distribution    c) contact    d) matching
CO3	K2	6.	_____ means actual transfer of possession. a) Virtual Distribution    b) Exclusive Distribution c) Direct Distribution    d) Physical Distribution
CO4	K1	7.	Any individual who purchases goods and services from the market for his/her end-use is called a_____. a) Customer    b) Purchaser    c) Consumer    d) All these
CO4	K2	8.	_____ is a branch which deals with the various stages a consumer goes through before purchasing products or services for his end use. a) Consumer behaviour    b) Consumer interest c) Consumer attitude    d) Consumer perception
CO5	K1	9.	Advertising is an_____ nature of selling. a) Personal    b) impersonal    c) Direct    d) Retailing
CO5	K2	10.	Direct mail advertising sends messages through_____. a) Audio    b) Video    c) Mail    d) None of these
Course Outcome	Bloom's K-level	Q. No.	<b>SECTION – B (5 X 5 = 25 Marks)</b> <b>Answer ALL Questions choosing either (a) or (b)</b>
CO1	K3	11a.	Identify the importance of marketing.
CO1	K3	11b.	Find out the difference between selling vs. marketing.

CO2	K3	12a.	Write a short note on industrial goods and consumer goods. <b>(OR)</b>
CO2	K3	12b.	Discover the phases in product life cycle.
CO3	K4	13a.	Examine the problems in rural marketing. <b>(OR)</b>
CO3	K4	13b.	Analyse the role of channel of distribution.
CO4	K4	14a.	Classify the different types of customers. <b>(OR)</b>
CO4	K4	14b.	Illustrate the significance of studying consumer behaviours.
CO5	K5	15a.	Justify the Advertising ethics. <b>(OR)</b>
CO5	K5	15b.	Evaluate Components of promotion mix.

<b>Course Outcome</b>	<b>Bloom's K-level</b>	<b>Q. No.</b>	<b>SECTION – C (5 X 8 = 40 Marks) Answer <u>ALL</u> Questions choosing either (a) or (b)</b>
CO1	K3	16a.	Describe the seven P's of marketing mix. <b>(OR)</b>
CO1	K3	16b.	Identify the requirements of effective market segmentation.
CO2	K4	17a.	Categorise the stages in new product development. <b>(OR)</b>
CO2	K4	17b.	Classify different methods of pricing.
CO3	K4	18a.	Analyse the Factors influencing choice of distribution channel. <b>(OR)</b>
CO3	K4	18b.	Examine the significance of rural markets.
CO4	K5	19a.	Assess various factors affecting consumer behaviour. <b>(OR)</b>
CO4	K5	19b.	Interpret consumer protection Act.
CO5	K5	20a.	Justify any two advertising media for popularise the product. <b>(OR)</b>
CO5	K5	20b.	Evaluate the Qualities of successful salesman.