Reg. No.				

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., PROFESSIONAL ACCOUNTING

SEM	CATEGORY	COMPONENT	COURSE CODE	COURSE TITLE
IV	PART - III	CORE - 8	U23PA408	PRINCIPLES OF MARKETING

Date	& Sessi	on: 30	.04.2025/AN Time: 3 hours	Maximum: 75 Marks
Course Outcome	Bloom's K-level	Q. No.	<u>SECTION – A (</u> 10 Answer <u>ALL</u>	•
CO1	K1	1.	'Customer Satisfaction' should be the marketing policies of an organisation a) 1869 - 1930 b) 1930 – 1950	should be built during the period
CO1	K2	2.	A small firm can compete by focus market. a) macro b) money	_
CO2	K1	3.	Under Segmentation, homogeneous groups in terms of demo educational standard, income level, etc. a) Geographic b) Demographic	ographic similarities such as age, sex,
CO2	K2	4.	hidden desires and motives, shape a purchasing patterns. a) Freudian motivation b) Her	scious psychological forces, such as an individual's behaviour, like their rzberg motivation clelland need
CO3	K1	5.	, , ,	ons was conceived by f. Niel H. Borden lcom P. McNair
CO3	K2	6.	to reduce the price gradually as competi a) Cost-oriented Pricing Policy b) Der	
CO4	K1	7.	a) Product creates interest and awarer b) Price	01
CO4	K2	8.		
CO5	K1	9.		sy tailing nipment Retailing

CO5	K2	10.	are a set of moral principles that guide a company's promotional activities.
			a) Business ethics b) Marketing ethics
			c) Organisational ethics d) Management ethics
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rse	m's vel	Q.	$\underline{SECTION - B (5 X 5 = 25 Marks)}$
Course	Bloom's K-level	No.	Answer <u>ALL</u> Questions choosing either (a) or (b)
CO1	КЗ	11a.	Write the importance of marketing. (OR)
CO1	КЗ	11b.	Classify the different types of markets.
CO2	КЗ	12a.	Write about the targeting strategy and positioning strategy in marketing. (OR)
CO2	КЗ	12b.	Identify the buying motives of consumers.
CO3	K4	13a.	Interpret the 4 P's of Marketing Mix. (OR)
CO3	K4	13b.	Analyze the stages in Product Life Cycle.
CO4	K4	14a.	Examine the characteristics of a successful personal seller. (OR)
CO4	K4	14b.	Identify the distribution channels of consumer goods.
CO5	K5	15a.	"E-Marketing is the cost effective form of marketing." Defend. (OR)
CO5	K5	15b.	"Mobile marketing is used to attract customers in an interactive and personalized way." Justify.

Course Outcome	Bloom's K-level	Q. No.	SECTION - C (5 X 8 = 40 Marks) Answer ALL Questions choosing either (a) or (b)
CO1	КЗ	16a.	Illustrate the functions of marketing. (OR)
CO1	КЗ	16b.	Examine the recent innovations in modern marketing.
CO2	K4	17a.	Analyse the benefits of market segmentation. (OR)
CO2	K4	17b.	Identify the major stages in the consumer buying decision process.
CO3	K4	18a.	Analyze steps in new product development. (OR)
CO3	K4	18b.	Categorise the various kinds of pricing.
CO4	K5	19a.	"Advertising Media can be used to get people to buy a product or service by persuading them of its benefits." Discuss the different media of advertising. (OR)
CO4	K5	19b.	"Various promotion schemes can be undertaken with different objectives." Defend the implementation of sales promotion schemes aimed at consumers.
CO5	K5	20a.	"Marketing Research is an aid to effective marketing decision." Discuss. (OR)
CO5	K5	20b.	"Customer Relationship Management (CRM) is the process of building and maintaining profitable relationships with customers". What are the ways to retain existing customers?