

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 & Session: 30.04.2025/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.	'Customer Satisfaction' should be the real and correct perspective on which marketing policies of an organisation should be built during the period _____. a) 1869 - 1930 b) 1930 – 1950 c) 1950 - 1960 d) 1960 - 1990
CO1	K2	2.	A small firm can compete by focussing its effort and resources on a _____ market. a) macro b) money c) niche d) capital
CO2	K1	3.	Under _____ Segmentation, the consumers are grouped into homogeneous groups in terms of demographic similarities such as age, sex, educational standard, income level, etc. a) Geographic b) Demographic c) Product d) Benefit
CO2	K2	4.	_____ theory posits that unconscious psychological forces, such as hidden desires and motives, shape an individual's behaviour, like their purchasing patterns. a) Freudian motivation b) Herzberg motivation c) Alderfer d) McClelland need
CO3	K1	5.	The idea of the 'mix' of marketing functions was conceived by _____. a) Philip Kotler b) Prof. Niel H. Borden c) Peter F. Drucker d) Malcom P. McNair
CO3	K2	6.	_____ involves setting a very high price for a new product initially and to reduce the price gradually as competitors enter the market. a) Cost-oriented Pricing Policy b) Demand-oriented Pricing Policy c) Skimming Pricing d) Penetrating Pricing
CO4	K1	7.	_____ creates interest and awareness among potential buyers. a) Product b) Price c) Promotion d) Place
CO4	K2	8.	The real objective of advertising is to influence the behaviour of prospective buyers in a manner that will lead to _____. a) less interest b) lower production c) higher sales d) lower sales
CO5	K1	9.	E-tailing means _____. a) Electronic Retailing b) Easy tailing c) Easy Retailing d) Equipment Retailing

