| Reg. No. |  |  |  |  |
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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.

| SEM | CATEGORY   | COMPONENT | COURSE CODE | COURSE TITLE            |
|-----|------------|-----------|-------------|-------------------------|
| IV  | PART – III | CORE - 8  | U23CO408    | PRINCIPLES OF MARKETING |

Date & Session: 30.04.2025/AN Time: 3 hours Maximum: 75 Marks

| Course | Bloom's<br>K-level | Q.<br>No. | SECTION - A (10 X 1 = 10 Marks) Answer ALL Questions.   |  |  |
|--------|--------------------|-----------|---|--|--|
| CO1    | K1                 | 1.        | Who is the Father of Modern Marketing?  a) Philip Kotler b) Peter F Drucker c) Abraham Maslow d) Raymond Kroc   |  |  |
| CO1    | K2                 | 2.        | The term "Marketing" refers to  a) Promotion of the product b) Focusing on sales and profit c) Strategizing the organization process d) Set of activities to deliver customer value and satisfaction            |  |  |
| CO2    | K1                 | 3.        | Establishing and communicating the distinctive benefits of the company's market offering for each target segment is called  a) market research b) market positioning c) market segmentation d) market dominance |  |  |
| CO2    | K2                 | 4.        | The process of selecting one or more market segments to enter is called  a) market targeting b) market positioning c) market segmentation d) market behaviour   |  |  |
| CO3    | K1                 | 5.        | promotional tool is most cost effective when a product is in the decline stage of its product life cycle.  a) sales promotion b) Personal selling c) advertising d) Public relations                            |  |  |
| CO3    | K2                 | 6.        | In which stage of product life cycle a company reduces sales promotion to take advantage of heavy consumer demand?  a) Introduction b) Growth c) Maturity d) Decline  |  |  |
| CO4    | K1                 | 7.        | All marketing activities that attempt to stimulate quick buyer action or immediate sales of a product are known as  a) advertising b) personal selling c) sales promotion d) publicity                          |  |  |
| CO4    | K2                 | 8.        | is the most important tool in making the buyer preferences, convictions and actions in selling a product.  a) advertising b) personal selling c) sales promotion d) media                                       |  |  |
| CO5    | K1                 | 9.        | What does CRM stand for?  a) Customer Relationship Model b) Customer Retention Management c) Customer Relationship Marketing d) Customer Relationship Management  |  |  |
| CO5    | K2                 | 10.       | is the process of marketing accomplished through the internet technologies.  a) E-marketing b) M-Marketing c) Internet marketing d) Interactive marketing   |  |  |

| Course<br>Outcome | Bloom's<br>K-level | Q.<br>No. | $\frac{\text{SECTION} - B \text{ (5 X 5 = 25 Marks)}}{\text{Answer } \frac{\text{ALL}}{\text{Questions choosing either (a) or (b)}}$ |
|-------------------|--------------------|-----------|--|
| CO1               | К3                 | 11a.      | Demonstrate the role of marketing. (OR)  |
| CO1               | КЗ                 | 11b.      | Interpret the innovations in modern marketing.   |
| CO2               | КЗ                 | 12a.      | Examine the criteria for market segmentation. (OR)   |
| CO2               | КЗ                 | 12b.      | Sketch out the consumer buying decision process.   |
| CO3               | K4                 | 13a.      | Identify the stages of new product development. (OR)   |
| CO3               | K4                 | 13b.      | Construct the factors influencing pricing.   |
| CO4               | K4                 | 14a.      | Differentiate traditional and digital media in marketing. (OR)   |
| CO4               | K4                 | 14b.      | Examine the qualities needed for a personal seller.  |
| CO5               | K5                 | 15a.      | Compare e-marketing and m-marketing. (OR)  |
| CO5               | K5                 | 15b.      | Discuss corporate social responsibility and marketing ethics.  |

| Course<br>Outcome | Bloom's<br>K-level | Q.<br>No. | $\frac{\text{SECTION} - C \text{ (5 X 8 = 40 Marks)}}{\text{Answer } \underline{\text{ALL}} \text{ Questions choosing either (a) or (b)}}$ |
|-------------------|--------------------|-----------|--|
| CO1               | КЗ                 | 16a.      | Apply the classification of market with examples. (OR)   |
| CO1               | КЗ                 | 16b.      | Critically evaluate the functions of marketing.  |
| CO2               | K4                 | 17a.      | Analyse the types of market segmentation on positioning the products in the market.  (OR)  |
| CO2               | K4                 | 17b.      | Examine the Freud's Theory of Motivation.  |
| CO3               | K4                 | 18a.      | Categorise the product life cycle with suitable example.  (OR)   |
| CO3               | K4                 | 18b.      | Analyse the kinds of pricing.  |
| CO4               | K5                 | 19a.      | Assess the different kinds of media on marketing a product. (OR)   |
| CO4               | K5                 | 19b.      | Discuss the channel of distribution of consumer and industrial goods.  |
| CO5               | K5                 | 20a.      | Evaluate and assess the global market environment. (OR)  |
| CO5               | K5                 | 20b.      | Discuss the recent trends in marketing.  |