

(For those admitted in June 2023 and later)

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

Maximum: 75 Marks

1

| Course Outcome | Bloom's K-level | Q. No. | SECTION – B (5 X 5 = 25 Marks) Answer <u>ALL</u> Questions choosing either (a) or (b) |
|----------------|-----------------|--------|--|
| CO1 | K3 | 11a. | Demonstrate the role of marketing. (OR) |
| CO1 | K3 | 11b. | Interpret the innovations in modern marketing. |
| CO2 | K3 | 12a. | Examine the criteria for market segmentation. (OR) |
| CO2 | K3 | 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 Outcome | Bloom's K-level | Q. No. | SECTION – C (5 X 8 = 40 Marks) Answer <u>ALL</u> Questions choosing either (a) or (b) |
|----------------|-----------------|--------|--|
| CO1 | K3 | 16a. | Apply the classification of market with examples. (OR) |
| CO1 | K3 | 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. |