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G. VENKATASWAMY NAIDU COLLEGE (AUTONOMOUS), KOVILPATTI – 628 502.**UG DEGREE END SEMESTER EXAMINATIONS - NOVEMBER 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: 10.11.2025/FN**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.	Which one is not a part of the 4 Ps? a) Product b) People c) Price d) Place
CO1	K2	2.	Who is the Father of Modern Marketing? a) Philip Kotler b) Peter F Drucker c) Abraham Maslow d) Raymond Kroc
CO2	K1	3.	Catalogues, sponsored events, and digital media presence are closely associated with the marketing mix activity of _____. a) Product development b) Pricing c) Promotion d) Sales
CO2	K2	4.	Which period worked on the marketing philosophy of "A good product will sell itself"? a) Marketing b) Production c) Sales d) Relationship
CO3	K1	5.	Which marketing channel makes the products available to end users without intermediaries? a) Indirect channel b) Direct channel c) Dynamic channel d) Flexible channel
CO3	K2	6.	At which stage of the product cycle is the profit typically negative? a) Decline stage b) Growth stage c) Maturity stage d) Growth stage
CO4	K1	7.	Which of the following is the best distribution channel for vacuum cleaners? a) Telemarketing b) Retail Stores c) Direct Marketing d) All of above
CO4	K2	8.	E-marketing is a part of which of the following _____. a) E-payment b) E-commerce c) E-mail marketing d) Traditional marketing
CO5	K1	9.	What is the primary goal of CRM? a) Maximizing profits b) Improving customer satisfaction and relationships c) Reducing operational costs d) Increasing market share

CO5	K2	10.	The person who ensures that systems are developed on time, within budget, and with acceptable quality is a _____. a) systems designer b) project manager c) systems owner d) external system user
Course Outcome	Bloom's K-level	Q. No.	SECTION – B (5 X 5 = 25 Marks) Answer ALL Questions choosing either (a) or (b)
CO1	K3	11a.	Write down the Functions of Marketing. (OR)
CO1	K3	11b.	Identify the Evolution of Marketing Concepts.
CO2	K3	12a.	Organize the Criteria for segmentation. (OR)
CO2	K3	12b.	Select the Consumer Buying Decision Process.
CO3	K4	13a.	Examine the 4P's of Marketing Mix. (OR)
CO3	K4	13b.	Comment the Stages of New Product Development.
CO4	K4	14a.	Order the Elements of promotion. (OR)
CO4	K4	14b.	Inference the Kinds of Advertising Media.
CO5	K5	15a.	Opinion about Social Responsibility and Marketing Ethics. (OR)
CO5	K5	15b.	Criticize the Recent Trends in Marketing.
Course Outcome	Bloom's K-level	Q. No.	SECTION – C (5 X 8 = 40 Marks) Answer ALL Questions choosing either (a) or (b)
CO1	K3	16a.	Write in your own words about Classification of Markets. (OR)
CO1	K3	16b.	Judge the Innovations in Modern Marketing.
CO2	K3	17a.	Classify the Types of segmentation. (OR)
CO2	K3	17b.	Examine the Motives. Freud's Theory of Motivation.
CO3	K4	18a.	Categorize the kind of pricing. (OR)
CO3	K4	18b.	Comment the Product Life Cycle.
CO4	K4	19a.	Justify the Qualities needed for a personal seller. (OR)
CO4	K4	19b.	Evaluate the – types of sales promotion.
CO5	K5	20a.	Interpret about A Basic Understanding of E-Marketing & M-Marketing. (OR)
CO5	K5	20b.	Critique the Customer Relationship Management.