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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., BUSINESS ANALYTICS

SEM	CATEGORY	COMPONENT	COURSE CODE	COURSE TITLE
III	PART - III	CORE - 6	U23BA306	PRINCIPLES OF MARKETING

Date & Session: 10.11.2025/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.	Marketing is a_____ process. a) Goal Oriented b) Exchange c) Social d) All of these
CO1	K2	2.	According to Philip Kotler marketing is_____? a) A Science b) An art c) Both science and art d) None of the above
CO2	K1	3.	Dividing the market into homogeneous groups is called? a) Segmentation b) Classification c) Analysis d) Grouping
CO2	K2	4.	In demographic segmentation which of these factors is not considered? a) Age b) Income c) Interests d) Gender
CO3	K1	5.	Which one is not a part of the 4 Ps? a) Product b) People c) Price d) Place
CO3	K2	6.	At which stage of the product cycle is the profit typically negative? a) Decline stage b) Growth stage c) Introduction stage d) Maturity stage
CO4	K1	7.	What is the major factor that differentiates a service from a product? a) Availability b) Intangibility c) Price d) Experience
CO4	K2	8.	In which technique does a company use the social network on the internet to create the brand image? a) Community outreach b) Social Marketing c) Viral marketing d) Traditional Marketing
CO5	K1	9.	E-marketing is a part of which of the following? a) E-payment b) E-commerce c) E-mail marketing d) Traditional marketing
CO5	K2	10.	Which of the following is the best distribution channel for vacuum cleaners? a) Telemarketing b) Retail Stores c) Direct Marketing d) All of above

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 the importance of marketing to customers. (OR)
CO1	K3	11b.	Trace out the evolution of Marketing Concept.
CO2	K3	12a.	List out a criteria for Market Segmentation. (OR)
CO2	K3	12b.	Determine the various features of Repositioning.
CO3	K4	13a.	Analyse the different stages involved in the Product Life cycle. (OR)
CO3	K4	13b.	“Pricing is a means for achieving the marketing objectives” – Comment.
CO4	K4	14a.	Evaluate the different elements of Advertisement Copy. (OR)
CO4	K4	14b.	Examine the process of Personal Selling.
CO5	K5	15a.	Assess the features of E-Tailing Marketing. (OR)
CO5	K5	15b.	Elucidate the process of Marketing Research.

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.	Narrate the various functions of marketing performed by a Marketing Manager with neat diagram. (OR)
CO1	K3	16b.	Identify the recent innovations in modern marketing.
CO2	K4	17a.	Examine the process involved in consumer decision process. (OR)
CO2	K4	17b.	Analyse the components of Freud's Theory of Motivation.
CO3	K4	18a.	Examine the different steps involved in the process of new product development. (OR)
CO3	K4	18b.	Categorize the different kinds of pricing.
CO4	K5	19a.	Critically evaluate the different kinds of sales promotion. (OR)
CO4	K5	19b.	Assess the various factors to be considered while selecting a channel of distribution.
CO5	K5	20a.	“Social responsibility is a moral obligation on a business “- Give your opinion. (OR)
CO5	K5	20b.	Assess the different techniques are adopted in marketing due to the advancement of technology.