

**N.G.M.COLLEGE (AUTONOMOUS), POLLACHI**

**END-OF-SEMESTER EXAMINATIONS – MAY - 2023**

**UG COURSES [SF]**

**MAXIMUM MARKS: 50**

**IV SEMESTER**

**TIME: 2 HOURS**

**PART - IV**

**NON – MAJOR ELECTIVE II  
FUNDAMENTALS OF MARKETING**

**SECTION – A**

**(10 X 1 = 10 MARKS)**

**ANSWER THE FOLLOWING QUESTIONS.**

**MULTIPLE CHOICE QUESTIONS**

1. Marketing utility consists of \_\_\_\_\_. **(K1)**  
a). Price. b). Place, price. c) Product, place, price and profit.  
d) Product, Price, place, promotion.
2. Which stage of the product lifecycle is marked by falling costs and rising revenues\_\_\_\_?  
a). Introduction stage. b) Growth stage. c) Maturity stage. d) Saturation stage
3. The use of social networking sites for sharing photos is known as \_\_\_\_\_.  
a) Social networking b) Photo-based Social networking c) Social Publishing  
d) Social Marketing
4. Marketing mix for services includes\_\_\_\_\_. **(K1)**  
a) 4Ps b) 7Ps c) 8Ps d) 5Ps
5. Promotion in marketing means\_\_\_\_\_.  
a) Passing an examination b) elevation from one grade to another  
c) Selling the products through various means d) selling the product in specific areas

**ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.**

**(K2)**

6. What is Market Segmentation?
7. Define Marketing Mix.
8. What is Digital Marketing?
9. What is Promotion?
10. Define Green Marketing.

**(CONTD.....2)**

( 2 ) ( 21 UCO 4N2-SF )

**SECTION – B**

**(5 X 8 = 40 MARKS)**

**ANSWER ANY FIVE QUESTIONS OUT OF THE EIGHT QUESTIONS.**

11. Discuss the functions of Marketing. (K3)
12. Write the importance of Marketing. (K3)
13. Describe the different types of Market Segmentation with suitable examples. (K3)
14. Explain the advantages and disadvantages of Digital Marketing. (K3)
15. Explain Modern Marketing Concepts with a Chart. (K3)
16. Enumerate the stages in Product Life Cycle. (K3)
17. Explain in brief the advertisement and its types. (K3)
18. Exemplify the Evolution of Marketing. (K3)

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**ETHICAL PAPER**