

NGM COLLEGE (AUTONOMOUS) POLLACHI
END-OF-SEMESTER EXAMINATIONS: MAY-2023

B.Com-Banking & Insurance
IV SEMESTER

MAXIMUM MARKS: 70
TIME: 3 HOURS

PART III

PRINCIPLES OF MARKETING

SECTION – A

(10 X1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS
MULTIPLE CHOICE QUESTIONS

(K1)

1. The term "Marketing" refers to _____
 - a. Promotion of the product
 - b. Focusing on sales and profit
 - c. Strategizing and implementing the organization process
 - d. Set of activities to deliver customer value and satisfaction
2. The marketer focuses on product awareness, trial, and expansion in this stage of the product life cycle _____
 - a. Growth Stage
 - b. Decline Stage
 - c. Maturity stage
 - d. Introduction stage
3. When a firm sets high initial prices which fall with entry of competitors in the market, it is called?
 - a. Competitive pricing
 - b. Price skimming
 - c. Entry barrier
 - d. Monopolistic competition
4. 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
5. The term online marketing can also be used to refer to ____, and internet marketing.
 - a. Web Marketing
 - b. Digital Marketing
 - c. Search Engine Marketing
 - d. All of the above

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. Define Market Segmentation.
7. Indicate the meaning of trade mark.
8. Interpret competitive pricing
9. Distinguish between Advertising and Publicity.
10. Define Rural marketing.

SECTION – B**(5 X 4 = 20 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)**

11. a) Assess the objectives of marketing.
(OR)
b) Find the benefits of market segmentation.
12. a) Sketch the stages involved in new product development.
(OR)
b) List the various types of packaging.
13. a) Assess the objectives of pricing.
(OR)
b) Discover any five factors affecting channel selection.
14. a) Examine the steps in personal selling.
(OR)
b) Show the benefits of advertising.
15. a) Describe the various kinds of consumer exploitation.
(OR)
b) Interpret the features of Online marketing.

SECTION – C**(4 X 10 = 40 MARKS)****ANSWER ANY FOUR OUT OF SIX QUESTIONS.****(16TH QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS FROM Q.NO: 17 TO 21)****(K4) OR (K5)**

16. Analyze the concept of product life cycle.
17. Discuss the various marketing functions.
18. Outline the advantages of packaging
19. Determine the different methods of setting price.
20. Evaluate the sales promotion methods at consumer level.
21. Investigate the various rights of Indian consumers.
