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**(FOR THE CANDIDATES ADMITTED  
DURING THE ACADEMIC YEAR 2022**

**SUBJECT CODE 22UCF307  
ONLY) REG.NO. :**

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

**END-OF-SEMESTER EXAMINATIONS : NOVEMBER 2023**

**B.Com - FINANCE**

**MAXIMUM MARKS: 50**

**SEMESTER III**

**TIME : 3 HOURS**

**PART - III**

**22UCF307- PRINCIPLES OF MARKETING**

**SECTION - A**

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

**ANSWER THE FOLLOWING QUESTIONS.(K1)**

1. \_\_\_\_\_ is the father of Modern Marketing.  
(a) Abraham Maslow  
(b)Lester Wunderman  
(c)Peter Drucker  
(d) Philip Kotler
2. \_\_\_\_\_ are the key elements of promotion mix.  
(a) Advertising and Sales Promotion  
(b)Publicity and Public Relations  
(c) Direct Marketing and Personal Selling  
(d)All of the above
3. If companies face intense competition and faced with over-capacity, the pricing objective is  
(a) Survival  
(b) Maximum current profit  
(c) Maximum market share  
(d) Maximum market Skimmin
4. Which of the following is NOT a requirement for setting advertising objectives?  
(a) Objectives must specify the amount of change  
(b) Objectives must be stated in terms of profits  
(c) Objectives must be realistic  
(d) Objectives must be internally consistent.
5. A satisfied buyer is a silent \_\_\_\_\_  
(a) advertiser  
(b)salesman  
(c) promotion  
(d) target marke

**ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES (K2)**

6. What is Marketing?
7. What do you mean Branding?
8. Define the term Price.
9. Define the term Advertising.
10. What is E – Marketing?

**SECTION – B**

**(5 X 3 = 15 MARKS)**

**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.(K3)**

11. a) Discuss the types of marketing concepts.  
**(OR)**  
b) Narrate the Market segmentation criteria.
12. a) What are the stages of product life cycle?  
**(OR)**  
b) State the features of branding.
13. a) Explain the factors affecting price determination.  
**(OR)**  
**(COND..2)**

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b) Discuss the objectives of pricing.

14. a) Narrate the objectives of Sales promotion  
**(OR)**  
b) Interpret the function of Advertising.

15. a) Explain the features of rural marketing.  
**(OR)**  
b) State the benefits of e-marketing.

**SECTION – C**

**(5 X 5 = 25 MARKS)**

**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.(K4/K5)**

16. a) Examine the objectives and functions of Marketing.  
**(OR)**  
b) Elaborate the functions of modern Marketing.

17. a) Explain the types of distribution channels.  
**(OR)**  
b) Enumerate the functions of branding.

18. a) Explain the methods of pricing.  
**(OR)**  
b) Determine the factors affecting pricing policies.

19. a) Examine the role and Importance of sales promotion.  
**(OR)**  
b) Explain the kinds and importance of media.

20. a) Identify the problems of rural marketing.  
**(OR)**  
b) Examine the types of e – marketing.