

(FOR THE CANDIDATES ADMITTED IN 2022
DURING THE ACADEMIC YEARS 2023-2024 ONLY)

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23UCO4N2

REG.NO:

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

END-OF-SEMESTER EXAMINATIONS – MAY – 2025

UG COURSES (S.F.)

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.

(K1)

MULTIPLE CHOICE QUESTIONS

1. Which of the following is not one of the four P's of marketing?
(a) Product (b) Price (c) Process (d) Promotion
2. What is the primary objective of market segmentation?
(a) To increase the overall market size
(b) To group customers based on similar characteristics
(c) To develop a product for mass appeal
(d) To advertise to the largest possible audience
3. ----- is most commonly used for B2B(business-to-business) digital marketing.
(a) Instagram (b) LinkedIn (c) TikTok (d) Snapchat
4. Challenges faced in rural marketing are -----.
(a) High income levels of consumers
(b) Limited access to technology and infrastructure
(c) Well-established distribution channels
(d) Urbanized consumer behaviour
5. ----- is not a stage in the Product Life Cycle.
(a) Introduction (b) Growth (c) Maturity (d) Saturation

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.

(K2)

6. Define marketing.
7. What is geographic segmentation?
8. What do you mean by digital marketing?
9. Write down any one feature of green marketing.
10. What is meant by product?

SECTION – B

(5 X 8 = 40 MARKS)

ANSWER ANY FIVE QUESTIONS OUT OF THE EIGHT QUESTIONS.

(K3)

11. Discuss the different classifications of market.
12. Highlight the benefits of marketing.
13. Elaborate the various levels of market segmentation.
14. Explain Digital Marketing.
15. Write in detail the various strategies pursued by rural marketers.
16. Distinguish between Traditional Marketing and Modern Marketing.
17. Discuss the different stages involved in life cycle of a Product.
18. Explain the types of Advertisement.