

(FOR THE CANDIDATES ADMITTED IN 2022)

(NO. OF PAGES: 1)

DURING THE ACADEMIC YEARS 2023-2024 ONLY)

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

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.