

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

**END-OF-SEMESTER EXAMINATIONS: MAY – 2025**

**PG COURSES (AIDED)**

**MAXIMUM MARKS: 100**

**II SEMESTER**

**TIME: 3 HOURS**

**NON MAJOR ELECTIVE – I**

**PRINCIPLES OF MARKETING**

**SECTION – A**

**(5 X 5=25 Marks)**

**ANSWER ANY FIVE FROM THE FOLLOWING QUESTIONS.**

1. What are the functions of marketing? Explain (K3)
2. Explain marketing orientation. (K3)
3. List the types of market segmentation. (K3)
4. Discuss 7P's of marketing in detail. (K3)
5. Explain the objectives of product and price in marketing. (K3)
6. Discuss the types of advertising media. (K3)
7. Explain the term 'E-Tailing'. (K3)
8. Bring out the concepts of product life cycle. (K3)

**SECTION – B (5 X 15 =75 Marks)**

**ANSWER ANY FIVE FROM THE FOLLOWING QUESTIONS.**

9. Examine the meaning of marketing and evolution of marketing. (K5)
10. Determine the innovations in modern marketing. (K5)
11. Interpret the factors affecting consumer buying behavior. (K4)
12. Enumerate the types of pricing. (K4)
13. Describe the classification of salesmanship. (K4)
14. Explain the factors affecting pricing strategies in marketing. (K4)
15. Discuss the recent trends in modern marketing. (K4)
16. Enumerate the concepts of consumerism in marketing. (K5)