

(FOR THE CANDIDATES ADMITTED  
DURING THE ACADEMIC YEAR 2023 ONLY)

23UCC5E1

REG.NO.:

**N.G.M.COLLEGE (AUTONOMOUS): POLLACHI**  
**END-OF-SEMESTER EXAMINATIONS: NOVEMBER-2025**

**COURSE NAME: B.Com C.A.**  
**SEMESTER: V**

**MAXIMUM MARKS: 75**  
**TIME: 3 HOURS**

**PART - III**  
**PRINCIPLES OF MARKETING**

**SECTION – A (10 X 1 = 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. Which one is not a part of the 4 Ps?  
A. Product  
B. People  
C. Price  
D. Place
3. Which marketing channel makes the products available to end users without intermediaries?  
A. Indirect Channel  
B. Direct Channel  
C. Dynamic Channel  
D. Flexible Channel
4. In retailing there is a direct interaction with \_\_\_\_\_.  
A. Producer  
B. Customer  
C. Wholesaler  
D. All of these.
5. Who is the father of Modern Marketing?  
A. Philip Kotler  
B. Peter F Drucker  
C. Abraham Maslow  
D. Raymond Kroc

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

**(K2)**

6. Define Marketing.
7. What is Marketing Mix?
8. Define Advertising.
9. What is Market Segmentation?
10. Define Green Marketing.

**SECTION – B**

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

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

11. a) State the importance of marketing.  
**(OR)**  
b) Differentiate between marketing and selling.
12. a) Explain the advantages of Brand Name.  
**(OR)**  
b) Explain the pricing objectives of a business.

**(CONTD .... 2)**

- 13.a) List out the objectives of promotion  
(OR)  
b) What are the merits of television advertising?
- 14.a) Write a note on concentrated market.  
(OR)  
b) What are the benefits of market segmentation?
15. a) What are the characteristics of Green Marketing?  
(OR)  
b) What are the types of Tele Marketing?

**SECTION – C****(5 X 8 = 40 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.****(K4 (Or) K5)**

16. a) Explain the classification of market with suitable examples  
(OR)  
b) Explain in detail the evolution of the marketing concept.
17. a) Explain the various stages involved in the introduction of a new product.  
(OR)  
b) Discuss the internal and external factors affecting pricing decisions.
18. a) What are the factors that influence channel decisions?  
(OR)  
b) Briefly explain the various kinds of Advertising.
19. a) Explain the various methods of segmenting the market.  
(OR)  
b) Explain the various factors determining market segmentation.
20. a) Briefly explain the advantages and disadvantages of Tele Marketing.  
(OR)  
b) What are the types of Online Marketing?

\*\*\*\*\*

**ETHICAL PAPER**