

**(FOR THE CANDIDATES ADMITTED  
DURING THE ACADEMIC YEAR 2021 ONLY)**

**21UCC307**

**REG.NO. :** \_\_\_\_\_

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

**END-OF-SEMESTER EXAMINATIONS : DECEMBER-2022**

**COURSE NAME: B.Com.- C.A**

**MAXIMUM MARKS: 70**

**SEMESTER: III**

**TIME: 3 HOURS**

**PART - III  
PRINCIPLES OF MARKETING**

**SECTION - A (10 X 1 = 10 MARKS)**

**ANSWER THE FOLLOWING QUESTIONS.**

**MULTIPLE CHOICE QUESTIONS.**

**K1**

1. Who is the father of modern marketing?
 

a) Abraham Maslow	b) Lester Wunderman
c) Peter Drucker	d) Philip Kotler
2. Which of the following is not the function of packaging?
 

(a) Product protection	(b) Pricing objectives
(c) Promotion	(d) Product identification
3. \_\_\_\_\_ is the marketing function which is concerned with informing the customers about the firm's products?
 

(a) Transportation	(b) Selling
(c) Advertising	(d) Public Relations
4. Which of the following is not included in the function of physical supply?
 

a) Standardization	b). Storage
c) Transport	d) packaging
5. Tell the Digital Marketing is similar to\_\_\_\_\_.
 

a) Online marketing	b) Cold calling
c) Web designing	d) Outdoor marketing

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

6. Indicate the meaning of marketing mix.
7. What is branding?
8. What is mean by personal selling?
9. Define channel of distribution.
10. What is green marketing?

**SECTION – B (5 X 4 = 20 MARKS)**

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

11. a) List the importance of marketing .  
**(OR)**  
b) State the benefits of market segmentation.

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

12. a) Describe the product life cycle.  
**(OR)**  
b) Find the objectives of pricing.

13. a) Examine the important qualities of a good salesman.  
**(OR)**  
b) Compute the differences between Personal Selling and Sales Promotion.

14. a) Assess various types of distribution channels.  
**(OR)**  
b) Explain the functions of storage.

15. a) Dramatize the social marketing.  
**(OR)**  
b) Find the objectives of green marketing?

**SECTION - C****(4 X 10 = 40 MARKS)****ANSWER ANY FOUR OUT OF SIX QUESTIONS****(16<sup>th</sup> QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS FROM Qn. No : 17 to 21). (K4 & K5)**

16. Analyse the different types of pricing.

17. Evaluate the functions of marketing.

18. Discuss the factors influencing the pricing.

19. Summarise the advantages and disadvantages of advertising.

20. Construct the functions of distribution channel.

21. Formulate the advantages and disadvantages of digital marketing.

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