

(FOR THE CANDIDATES ADMITTED

21UCC307

DURING THE ACADEMIC YEAR 2021 ONLY)

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
c) 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

(16th 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.
