

**NGM COLLEGE (AUTONOMOUS) POLLACHI
END-OF-SEMESTER EXAMINATIONS: DECEMBER-2022**

B.Com-Finance**MAXIMUM MARKS: 70****III SEMESTER****TIME: 3 HOURS**

**PART III
PRINCIPLES OF MARKETING**

SECTION – A**(10 X1 = 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 of the following is not a part of marketing mix ?

a. Purpose	b. Product	c. place	d. price
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3. The pricing approach where prices are set based on costs is called _____

a. competitor oriented approach	b. value oriented approach
c. Cost oriented approach	d. demand oriented approach
4. Discounts, coupon, contests, free samples and offering extra quantity are the examples of _____

a. advertising	b. personal selling
c. sales promotion	d. channels of distribution
5. Consumers have the _____ against unfair trade practices and exploitation.

a. right to reject	b. right to information
c. right to choose	d. right to seek redressal

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

6. Define Marketing.
7. What do you mean by the term brand?
8. What is penetration pricing?
9. What is social media marketing?
10. What is retail marketing?

(CONTD 2)

SECTION – B**(5 X 4 = 20 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)**

11. a) Explain the modern marketing concept.
(OR)
b) Write a short note on market segmentation
12. a) Explain the types of channels of distribution.
(OR)
b) Explain the features of Branding.
13. a) State the basic policies of pricing.
(OR)
b) Explain the procedure for price determination
14. a) Explain the objectives of personnel selling
(OR)
b) Discuss the objectives of training the sales force.
15. a) Explain any two methods of retail marketing.
(OR)
b) Explain how the consumers are exploited.

SECTION – C**(4 X 10 = 40 MARKS)****ANSWER ANY FOUR OUT OF SIX QUESTIONS.****(16TH QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS FROM Q.NO: 17 TO 21)****(K4) OR (K5)**

16. Explain the various functions of marketing with a chart.
17. Illustrate and identify the basis of market segmentation.
18. Draw and explain the stages in a Product life cycle.
19. Explain the various kinds of pricing.
20. Discuss the functions of advertising.
21. Appraise the rights of consumer under Consumer Protection Act
