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(FOR THE CANDIDATES ADMITTED

20UCC413

DURING THE ACADEMIC YEAR 2020 ONLY)

REG.NO. :

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

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

**B.COM.-CA**

**MAXIMUM MARKS: 70**

**IV SEMESTER**

**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\_\_\_\_\_is the process of identifying and satisfying the needs of the customer.  
a) Marketing            b) Sales            c) Distribution            d) Advertising
2. The most basic function of packaging is\_\_\_\_\_.  
a) Protection            b) Attraction            c) Convenience            d) Cost Reduction
3. Physical distribution is the basic element of \_\_\_\_\_.  
a) Marketing research            b) Marketing segmentation  
c) Channels of distribution            d) Marketing mix
4. Which of the following is indoor method of advertising?  
a) Newspapers            b) Poster            c) Hoardings            d) Travel display
5. The main advantage of online advertisement is -----  
a) Low-cost promotional strategy  
b) Online advertising is promotional as well as informational  
c) Trackable  
d) All of the above

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

**(K2)**

6. Define marketing.
7. What is a product line?
8. What do you understand by the term marketing research?
9. What is consumerism?
10. State the meaning of E- marketing.

**(CONTD...2)**

**SECTION – B**

**(5 X 4 = 20 MARKS)**

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

11. a) Describe the elements of marketing mix.

**(OR)**

b) List the benefits of marketing segmentation.

12.a) Sketch the different stages of product life cycle.

**(OR)**

b) Summarise the functions of packaging.

13.a) Sketch out the steps involved in personal selling.

**(OR)**

b) Discuss the various types of outdoor advertising.

14.a) List down the rights of consumer.

**(OR)**

b) Explain the modes of transport.

15.a) Enumerate the advantages of Telemarketing.

**(OR)**

b) Show the kinds of online 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 (Or) K5)**

16. Discuss the various types of pricing.

17. Highlight the functions of marketing.

18. Prepare the various phases involved in the development of a new product.

19. Identify the qualities of a successful salesman.

20. Examine the types of channels of distribution.

21. Bring out the advantages of online marketing.

