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(FOR THE CANDIDATES ADMITTED

20 UBI 411

DURING THE ACADEMIC YEAR 2020 ONLY)

REG.NO. :

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

END-OF-SEMESTER EXAMINATIONS: JULY 2022

B.Com.-BI

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. Marketing is a process which aims at _____.

a) Production

b) Profit-making.

c) The satisfaction of customer needs

d) Selling products.

2. _____ is not a part of marketing mix.

a) Product

b) Purpose

c) Place

d) Price

3. Which one of the following is not a participant of distribution channel?

a) Producer

b) Supplier

c) Buyer

d) Intermediaries

4. _____ is a mass communication of information intended to persuade buyers as to maximize profits.

a) Advertising

b) Salesmanship

c) Sales promotion

d) Personal selling

5. Consumer Protection Act was formed in _____.

a) 1987

b) 1984

c) 1986

d) 2007

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. Explain the term selling.

7. Differentiate brand name and trade mark.

8. Interpret the meaning of pricing.

9. Indicate the objectives of sales promotion.

10. Define online marketing.

(CONTD...2)

SECTION – B

(5 X 4 = 20 MARKS)

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

11. a) Discover the importance of marketing.

(OR)

b) List the basis for market segmentation.

12. a) Interpret the stages involved in product life cycle.

(OR)

b) Determine the advantages of packaging.

13. a) Analyze the various objectives of pricing.

(OR)

b) Point out the factors affecting choice of distribution.

14. a) Judge the essential qualities of good salesman.

(OR)

b) Assess the importance of sales promotion.

15. a) Classify the various consumer rights.

(OR)

b) Interpret the features 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 (Or) K5)

16. Summarise the various marketing functions.

17. Outline the steps involved in new product development.

18. Discuss the various kinds of pricing.

19. Determine the functions of advertising.

20. Evaluate the different methods of retail marketing.

21. Justify the importance of online marketing.

