

(NO. OF PAGES: 2)

(FOR THE CANDIDATES ADMITTED

SUB CODE

DURING THE ACADEMIC YEAR 2024 ONLY)

REG.NO. :

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

END-OF-SEMESTER EXAMINATIONS : NOVEMBER 2024

B.Com - FINANCE

MAXIMUM MARKS: 75

SEMESTER - III

TIME : 3 HOURS

PART - III

23UCF307– PRINCIPLES OF MARKETING

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.(K1)

1. Which is important in Modern Marketing?

- a)Product b) People c)Price d) Place

2. Product concept of marketing is.

- a) the oldest concept b) modern concept
c)Elementary concept d) New concept

3. Physical distribution works of marketing does not include.

- a) Branding b) Packaging
c)Price determination d) Standardization and Grading

4. Sale promotion activities are run for.

- a) Short -time b) Removal of product defects
c)Advertisement of product d) Creating monopoly in the market

5. Which stage of the product cycle is the profit typically negative?

- a) Decline stage b) Growth stage
c)Maturity stage d) first stage

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. Define Marketing.

7. Explain the meaning of branding.

8. What is price.

9. What do you mean by Promotion.

10. Explain the meaning of E-Marketing.

ETHICAL PAPER

SECTION – B

(5 X 5 = 25 MARKS)

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

11. a) Interpret the Objectives of Marketing.
(OR)
b) Examine the factors influencing marketing concept.
12. a) List out four elements of marketing mix.
(OR)
b) Describe the kinds of packaging.
13. a) Explain the pricing objectives.
(OR)
b) Discover the types of pricing strategies.
14. a) Examine the importance of Advertising.
(OR)
a) Interpret the advantages and disadvantages of the sales promotion.
15. a) Describe the features of consumerism.
(OR)
b) Explain the 3 P's of Green marketing.

SECTION – C

(5 X 8 = 40 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.(K4/K5)

16. a) Describe the importance of marketing to the society.
(OR)
b) Construct the classification of marketing functions.
17. a) Interpret the product life cycle. Explain with examples.
(OR)
b) Classify the Types of Channels of Distribution.
18. a) Assess the factors affecting pricing decisions.
(OR)
b) Discuss the various methods of pricing.
19. a) Construct the functions of Advertising.
(OR)
b) Discuss the various methods of training salesmen.
20. a) Explain the significance of Rural marketing.
(OR)
b) Evaluate the types of E-Marketing.
