

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2023
(Third Semester)

Branch - COMMERCE WITH COMPUTER APPLICATIONS

PRINCIPLES OF MARKETING

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

1. _____ is the Father of Modern Marketing.
(i) Philip Kotler (ii) Peter F Drucker
(iii) Abraham Maslow (iv) Raymond Kroc
2. The term consumer behavior is a _____ of human behavior.
(i) Sub-division (ii) Sub-set
(iii) sub-function (iv) Pivot
3. _____ is the primary goal of product planning.
(i) Maximizing short -term profits (ii) Meeting internal team preferences
(iii) Delivering value to customers (iv) Reducing development costs
4. _____ pricing strategy aims to charge different prices for the same product to different customer segments.
(i) Cost -plus pricing (ii) Value- based pricing
(iii) Price discrimination (iv) Competitive pricing
5. _____ type of promotion offers consumers a temporary price reduction on a product, often used to stimulate immediate sales.
(i) Sales promotion (ii) Public relations
(iii) Viral marketing (iv) Content marketing

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

6. a) Explain the features of modern marketing.
OR
b) Summarize the importance of marketing.
7. a) Explain the factors influencing consumer behavior.
OR
b) Describe the importance of marketing mix.
8. a) Analyze the significance of product planning.
OR
b) Explain the factors affecting product mix.
9. a) State the objectives of pricing.
OR
b) Classify the kinds of pricing decision.
10. a) Explain the factors affecting promotion mix.
OR
b) Describe the characteristics of effective advertising.

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 x 10 = 30)

11. Point out the functions of marketing.
12. Discuss the importance of effective marketing mix.
13. Examine the various stages of product life cycle.
14. Analyze the service rendered by wholesalers.
15. Classify the different kinds of personal selling.