

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BCom DEGREE EXAMINATION DECEMBER 2024
(Third Semester)**

Branch – **COMMERCE WITH COMPUTER APPLICATIONS**

PRINCIPLES OF MARKETING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which of the following is a primary goal of marketing? a) Product development b) Customer satisfaction c) Inventory management d) Supply chain efficiency	K1	CO1
	2	Outline the main goal of selling? a) To create products b) To provide information c) To close a sale d) To develop marketing strategies	K2	CO1
2	3	What is a benefit of market segmentation? a) Higher production costs b) Tailored marketing strategies c) Decreased customer loyalty d) Wider target audience	K1	CO2
	4	Classify the four Ps of the marketing mix. a) Price, Place, Product, Promotion b) People, Process, Price, Performance c) Planning, Production, Pricing, Promotion d) Product, Packaging, Place, People	K2	CO2
3	5	What characterizes the decline stage of a product life cycle? a) Increased market share b) Decreased sales and profits c) High marketing costs d) Rapid innovation	K1	CO3
	6	Show Which strategy would a company use to increase the depth of its product mix? a) Introduce a new product line b) Remove underperforming product c) Add variations of existing products d) Focus on one product only	K2	CO3
4	7	What is the term for setting a high price for a new product to maximize profit? a) Price skimming b) Penetration pricing c) Psychological pricing d) Value-based pricing	K1	CO4
	8	Relate the primary advantage of using intermediaries in distribution? a) Increased production costs b) Simplified logistics and broader market access c) Reduced inventory levels d) Higher prices	K2	CO4
5	9	Which of the following is a traditional form of advertising media? a) Television b) Social media c) Podcasts d) Online banners	K1	CO5
	10	Outline the function of advertising agencies? a) To sell products directly to consumers b) To manufacture goods c) To create, plan, and manage advertising campaigns d) To conduct market research only	K2	CO5

Cont...

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Identify the features of Modern marketing.	K3	CO1
	(OR)			
	11.b.	Interview the problems of marketing management.		
2	12.a.	Classify the advantages of segmenting in the market.	K3	CO2
	(OR)			
	12.b.	Categorize the various stages involved in the buying decision process.		
3	13.a.	Classify the various steps to be followed in a new product introduction.	K4	CO3
	(OR)			
	13.b.	Discover the dimension of the product mix.		
4	14.a.	Examine the primary objectives of pricing.	K4	CO4
	(OR)			
	14.b.	List out the different types of wholesalers.		
5	15.a.	Explain the classification of advertising media.	K5	CO5
	(OR)			
	15.b.	Determine the qualities expected of a sales man?		

SECTION -C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Categorizes the classification of market with suitable examples.	K3	CO1
2	17	Classify the various factors determining market segmentation.	K4	CO2
3	18	Categorizes the different stages of the product life cycle.	K4	CO3
4	19	Determine the various method of pricing.	K5	CO4
5	20	Elaborate briefly the use and objectives of advertising.	K6	CO5