

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2025
(Third Semester)

Branch – **COMMERCE WITH COMPUTER APPLICATION**

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 NOT a role of marketing in an organization? a) Increasing customer satisfaction b) Building brand loyalty c) Ensuring employee performance reviews d) Generating revenue	K1	CO1
	2	Why is marketing important for economic development? a) It promotes rural development. b) It leads to resource allocation efficiency. c) It fosters competition and innovation. d) All of the above.	K2	CO1
2	3	Dividing customers by age and income is an example of: a) Psychographic segmentation b) Demographic segmentation c) Geographic segmentation d) Behavioral segmentation	K1	CO2
	4	Behavioral segmentation includes: a) Usage rate and brand loyalty b) Customer location c) Customer income d) Customer values	K2	CO2
3	5	How do marketers primarily gather customer needs for idea generation in product planning? a) Surveys b) Focus Groups c) Interviews d) All of the above	K1	CO3
	6	For what product plan regularly need to be updated to reflect? a) Only the competitive environment b) Only changes in technology c) Only information on existing product success d) All of the above	K2	CO3
4	7	What is the primary goal of penetration pricing? a) Maximize short term profits b) Gain market share quickly c) Increase product quality d) Eliminate competition immediately	K1	CO4
	8	A business that sets its prices based on the cost of production plus fixed percentage is using which pricing strategy? a) Skimming pricing b) Competitive pricing c) Cost plus pricing d) Dynamic pricing	K2	CO4
5	9	Developing a planned series of decisions for creating and evaluating an advertising effort is known as developing a) Marketing plan b) Advertising message c) Advertising Campaign d) None of these	K1	CO5
	10	Which medium of advertising allows for the most detailed information to be provided to the audience? a) Television b) Radio c) Poster d) Newspaper	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.	Outline the evolution from the production concept to the social marketing concept in business strategies.	K1	CO1
		(OR)		
	11.b.	State the difference between marketing and marketing concept.		
2	12.a.	Explain the factors influencing consumer behavior.	K2	CO2
		(OR)		
	12.b.	Briefly explain about market segmentation and what will be suitable base for the marketing of television.		
3	13.a.	Sketch out the procedure for product planning.	K3	CO3
		(OR)		
	13.b.	Examine the strategies in product line.		
4	14.a.	Determine the objectives of pricing	K3	CO3
		(OR)		
	14.b.	Examine the policies of pricing.		
5	15.a.	Analyse various forms of promotional activities.	K4	CO5
		(OR)		
	15.b.	Explain the objectives of promotional activities.		

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	Recall the various functions of marketing	K1	CO1
2	17	Summarize, "the changing role of Indian women has influenced their consumer buying decision process", Discuss this statement in the light of what you have learned.	K2	CO2
3	18	Explore the steps to be followed in new product introduction.	K3	CO3
4	19	Summarise about the Kinds of Pricing	K3	CO4
5	20	Analyze the factors affecting Promotion Mix.	K4	CO5