

KAMARAJ COLLEGE (Autonomous)

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(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

(4 Pages)

Reg. No:.....

Question Code: 26E00416

Course Code: 24UMCO42/24UMBE42/
24UMBF42/24UMCR42

UG Degree - End Semester Examinations, April 2026

Fourth Semester

B. Com/B. Com Banking and E-Commerce/ B. Com Banking and Finance/
B. Com Corporate Secretaryship

Principles of Marketing

(For those who joined in July 2024 onwards)

Time: 3Hours

Maximum: 75 Marks

PART - A (10 × 1 = 10 Marks)

Answer ALL Questions

Choose the correct answer:

CO:1 1. Marketing is primarily concerned with_____

- K:1
- (a) Production of goods (b) Selling of goods only
(c) Identifying and satisfying customer needs (d) Maximizing profits only

CO:1 2. Niche marketing refers to_____

- K:2
- (a) Selling products to all consumers (b) Mass production of goods
(c) Selling through middlemen only (d) Focusing on a specific, well-defined segment of the market

CO:2 3. Which of the following is a type of market segmentation?

- K:1
- (a) Cost segmentation (b) Profit segmentation
(c) Geographic segmentation (d) Sales segmentation

CO:2 4. In the consumer buying process, post-purchase behaviour refers to_____

- K:2
- (a) Searching for information (b) Evaluating alternatives
(c) Behaviour after using the product (d) Identifying the need

- CO:3 5. The Product Life Cycle shows the stages of a product from_____
- K:1 (a) Planning to distribution (b) Introduction to decline
- (c) Production to consumption (d) Promotion to profit
- CO:3 6. Which factor mainly influences pricing when many competitors
- K:2 offer similar products?
- (a) Cost of production (b) Government policy
- (c) Level of competition (d) Consumer income
- CO:4 7. Which of the following is an element of promotion?
- K:1 (a) Pricing (b) Advertising
- (c) Packaging (d) Branding
- CO:4 8. Which is the main difference between traditional media and
- K:2 digital media?
- (a) Traditional media is cheaper than digital media (b) Digital media allows two-way interaction
- (c) Traditional media reaches fewer people (d) Digital media cannot be measured
- CO:5 9. CRM is mainly concerned with_____
- K:1 (a) Managing customer relationships (b) Managing production activities
- (c) Managing financial accounts (d) Managing government policies
- CO:5 10. E-Marketing primarily helps organizations to_____
- K:2 (a) Reduce employee strength (b) Reach a wider global market at lower cost
- (c) Eliminate competition (d) Avoid marketing research

PART - B (5 X 5 = 25 Marks)

Answer ALL Questions choosing either (a) or (b).

Answer should not exceed 250 words.

- CO:1 11. (a) Utilize the functions of marketing for improving sales
- K:3 performance.

(OR)

(b) Organize the various stages in the evolution of marketing concepts.

CO:2 12. (a) Examine the stages involved in the consumer buying
K:4 decision process.

(OR)

(b) Analyze the relevance of Freud's Theory of Motivation in understanding consumer behaviour.

CO:3 13. (a) Distinguish between different product features and their
K:4 impact on pricing.

(OR)

(b) Infer the relationship between pricing decisions and marketing objectives.

CO:4 14. (a) Survey the role of personal selling in CRM across different
K:4 organizations.

(OR)

(b) Classify traditional and digital media according to their effectiveness in advertising.

CO:5 15. (a) Apply M-Marketing strategies to reach modern
K:3 consumers.

(OR)

(b) Develop a Market Research plan to support marketing decisions.

PART - C (5 X 8 = 40 Marks)

Answer ALL Questions choosing either (a) or (b).

Answer should not exceed 500 words.

CO:1 16. (a) Appraise the importance of niche marketing in achieving
K:5 competitive advantage.

(OR)

(b) Determine the value of modern marketing innovations in enhancing customer satisfaction.

CO:2 17. (a) Examine the benefits of market segmentation for both
consumers and marketers.

K:4

(OR)

(b) Analyze the post-purchase behaviour of consumers and its implications for marketers.

CO:3 18. (a) Identify the stages of the Product Life Cycle for a branded
K:3 product.

(OR)

(b) Build a New Product Development model for any product of your choice.

CO:4 19. (a) Critically assess the role of channels of distribution for
K:5 industrial goods in achieving marketing efficiency.

(OR)

(b) Evaluate the impact of sales promotion strategies on consumer buying behavior.

CO:5 20. (a) Examine recent trends in marketing.

K:4

(OR)

(b) Dissect the concept of E-Tailing and list its major advantages.