

(7 pages) **Reg. No. :**

**Code No. : 31038 E Sub. Code : EMCO 42/
EMBE 42**

B.Com. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2025.

Fourth Semester

Commerce/Banking and E-Commerce — Core

PRINCIPLES OF MARKETING

(For those who joined in July 2023 onwards)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The concept of niche marketing focuses on:

- (a) Mass marketing to a broad audience
- (b) Targeting a specific, well-defined segment of the market
- (c) Selling products at a lower price
- (d) Offering a wide range of products

- 2. What is market segmentation?
 - (a) The process of dividing a market into distinct groups of buyers
 - (b) The process of creating a new product
 - (c) The process of increasing sales
 - (d) The process of reducing prices
- 3. Which of the following is NOT a stage in the consumer buying decision process?
 - (a) Problem recognition
 - (b) Information search
 - (c) Purchase decision
 - (d) Brand loyalty
- 4. Which of the following is an example of a psychological motive?
 - (a) Price
 - (b) Brand reputation
 - (c) Social status
 - (d) Convenience

5. Which stage of new product development involves generating ideas for new products?

- Idea Screening
- Concept Development
- Idea Generation
- Test Marketing

6. In the product life cycle, which stage is characterized by declining sales and profits?

- Introduction
- Growth
- Maturity
- Decline

7. Which of the following is a type of advertising?

- Informative Advertising
- Persuasive Advertising
- Reminder Advertising
- All of the above

8. Which type of sales promotion is aimed at encouraging retailers to stock a product?

- Consumer Promotion
- Trade Promotion
- Point-of-Purchase Promotion
- Loyalty Programs

9. What is competitive analysis?

- The process of evaluating a company's internal strengths and weaknesses
- The assessment of competitors' strengths, weaknesses, and strategies
- The analysis of market trends and consumer behaviour
- The evaluation of marketing campaigns

10. What does CRM stand for in marketing?

- Customer Relationship Management
- Competitive Resource Management
- Customer Revenue Model
- Corporate Resource Management

PART B — (5 × 5 = 25 marks)

Answer ALL questions choosing either (a) or (b). Each answer should not exceed 250 words.

11. (a) Differentiate niche marketing from mass marketing.

Or

(b) Briefly examine the criteria for effective market segmentation.

12. (a) Define consumer behaviour and explain its significance in marketing.

Or

(b) Summarize Freud's theory of motivation.

13. (a) Enumerate the briefly stages of new product development.

Or

(b) Identify the different pricing policies that companies can adopt.

14. (a) What qualities are essential for a successful personal seller?

Or

(b) How can companies determine which type of advertising is most suitable for their products and target audience?

15. (a) Elucidate competitive analysis and explain its importance in developing marketing strategies.

Or

(b) Explain the concept of CRM and its significance in modern marketing.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Analyze the role of psychographic segmentation in developing marketing strategies.

Or

(b) Explain the role of technology in shaping modern marketing practices.

17. (a) Elaborate how cultural and psychological factors play a role in shaping consumer behaviour.

Or

(b) Enumerate how companies can manage post-purchase experiences to enhance customer retention.

18. (a) Discuss the product life cycle (PLC) and its implications for marketing strategy.

Or

(b) Write about the various pricing strategies that companies can adopt.

19. (a) Discuss the role of advertising in the promotional mix.

Or

(b) How can companies effectively integrate sales promotions with other elements of the marketing mix to achieve their objectives?

20. (a) Examine the impact of social responsibility on marketing strategies.

Or

(b) Elucidate the role of e-marketing and m-marketing in contemporary business strategies.