

(7 pages)

Reg. No. :

**Code No. : 12073 E Sub. Code : EMCO 42/
EMBE 42**

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

Fourth Semester

Commerce/Banking and E-Commerce — Core

PRINCIPLES OF MARKETING

(For those who joined in July 2023 only)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Which of the following is a significant innovation in modern marketing?
- (a) Print advertising
 - (b) Direct mail
 - (c) Telemarketing
 - (d) Social media marketing

2. What is the primary purpose of marketing?
- (a) To produce goods
 - (b) To hire employees
 - (c) To manage finances
 - (d) To create value for customers
3. The first stage in the consumer buying decision process is:
- (a) Evaluation of alternatives
 - (b) Information search
 - (c) Problem recognition
 - (d) Purchase decision
4. A rational motive for buying a product would be:
- (a) Prestige
 - (b) Habit
 - (c) Price and quality
 - (d) Peer pressure

5. Which of the following factors is holistically responsible for the economic success of a business?
- (a) Marketing
 - (b) Design
 - (c) Manufacturing
 - (d) Product Development
6. The group of elements price, product, promotion and place constitute
- (a) market mix (b) marketing mix
 - (c) product mix (d) promotion mix
7. This is a hierarchy of effects or sequential model used to explain how advertising works
- (a) ADD (b) AIDA
 - (c) PESTLE (d) SWOT
8. The goal of promotional activities is to
- (a) Reduce production costs
 - (b) Enhance product design
 - (c) Limit market competition
 - (d) Increase sales and customer awareness

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9. Social responsibility in marketing refers to:
- (a) Maximizing profits at any cost
 - (b) Ethical practices that benefit society
 - (c) Focusing solely on shareholder interests
 - (d) Reducing marketing budgets
10. Market research is conducted to:
- (a) Generate sales
 - (b) Understand consumer needs and market conditions
 - (c) Increase production output
 - (d) Develop new products only

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Enumerate any four innovations in modern marketing.
- Or
- (b) Explain the concepts of targeting and positioning in marketing.

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[P.T.O.]

12. (a) State the importance of customer feedback in post-purchase behavior.

Or

- (b) How do emotional motives differ from rational motives in consumer behavior?

13. (a) Explain the different stages of the product life cycle.

Or

- (b) What are the 4P's of the marketing mix? Explain.

14. (a) Explain the important functions of the distribution channel.

Or

- (b) Portray the features of industrial goods distribution.

15. (a) Describe the role of social responsibility in marketing.

Or

- (b) What is CRM? Explain its significance in modern marketing.

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PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Trace the evolution and development of modern marketing with examples.

Or

- (b) Analysis of different criteria for effective market segmentation with examples.

17. (a) How do internal and external factors influence the consumer buying decision process?

Or

- (b) Describe the stages of the consumer buying decision process with a suitable example.

18. (a) Outline the stages of the new product development process with a suitable example.

Or

- (b) Define pricing. What are the major factors that influence pricing decisions in marketing?

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19. (a) Explain the components of the promotional mix with suitable examples.

Or

- (b) Infer the term advertising. Explain its objectives and the different types of advertising media.
20. (a) Discuss the importance of market research in marketing strategy development.

Or

- (b) Evaluate the role of Marketing Information Systems (MIS) in decision-making.
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