

(6 pages)

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B.Com. (CBCS) DEGREE EXAMINATION,
APRIL 2026.

Fourth Semester

Professional Accounting/Banking & Finance – 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. The term "Marketing" refers to?
 - (a) Promotion of the product
 - (b) Focusing on sales and profit
 - (c) Strategizing and implementing the organization process
 - (d) Set of activities to deliver customer value and satisfaction

2. According to Philip Kotler marketing is ————?
 - (a) A science
 - (b) An art
 - (c) Both science and art
 - (d) None of these
3. What does demographic segmentation stand for?
 - (a) Geographic locations
 - (b) Description of people and their place in society
 - (c) People living in diversified areas
 - (d) Location of target customers
4. In terms of consumer behaviour; culture, social class, and reference group influences have been related to purchase and ————
 - (a) Economic situations
 - (b) Situational influences
 - (c) Consumption decisions
 - (d) Physiological influences

5. Why must the marketers monitor the competitor's activities?
- (a) The competitor may destroy the organization
 - (b) The competitor may threaten the monopoly position of the company
 - (c) New offerings of a competitor may need alterations in one or more components of the company's marketing mix
 - (d) The competitor may be violating the law to gain an advantage
6. Different price points for a different level of quality for a company's related products is a part of which pricing strategy?
- (a) Product line pricing
 - (b) Incremental pricing
 - (c) Optional product pricing
 - (d) By-product pricing
7. It is popularly known as free form of promotion.
- (a) Advertisement
 - (b) Publicity
 - (c) Personal Selling
 - (d) Marketing

8. Direct mail advertising sends messages through _____
- (a) Audio
 - (b) Video
 - (c) Mail
 - (d) None of these
9. E-marketing is a part of which of the following?
- (a) E-commerce
 - (b) E-payment
 - (c) E-mail marketing
 - (d) Traditional marketing
10. E-marketing stands for _____
- (a) Email Marketing
 - (b) Electronic Marketing
 - (c) Electric Marketing
 - (d) None of these

PART B — (5 × 5 = 25 marks)

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

11. (a) What are the role of marketing?
- Or
- (b) What are the scope of marketing?

12. (a) What is mean by consumer behaviour?
Or
(b) What are the stages of consumer buying decision?
13. (a) Write a note on product life cycle.
Or
(b) What is pricing?
14. (a) State the needs of personal selling.
Or
(b) What are the difference between traditional and digital media?
15. (a) What is mean by MIS?
Or
(b) What are the nature of social responsibilities in marketing?

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Explain the benefits of marketing.
Or
(b) Explain the significance of marketing.

17. (a) Discuss the various types of market segmentation.
Or
(b) Describe the features of consumer behaviour.
18. (a) State the importance of marketing mix.
Or
(b) Discuss the kinds of pricing.
19. (a) Discuss the advantages of advertising.
Or
(b) Explain the importance of sales promotion.
20. (a) Discuss the functions of e-marketing.
Or
(b) Explain the regulation of marketing.