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Reg. No. :

**Code No. : 21038 E Sub. Code : EMCO 42/
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B.Com. (CBCS) DEGREE EXAMINATION,
APRIL 2026.

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. Why is marketing important for businesses?
 - (a) It reduces production costs
 - (b) It creates customer demand and loyalty
 - (c) It eliminates competition
 - (d) It focuses solely on product development

2. What is a key benefit of niche marketing?
 - (a) Increased competition
 - (b) Broader audience
 - (c) Less competition
 - (d) Higher production costs
3. During the “post-purchase evaluation” stage, consumers assess ,
 - (a) The effectiveness of advertising
 - (b) The quality of the product in comparison to their expectations
 - (c) The pricing strategies of competitors
 - (d) The distribution channels used
4. Freud’s theory of motivation is based on
 - (a) Product pricing
 - (b) Conscious and unconscious human desires
 - (c) Customer feedback
 - (d) Social media behavior

5. Newsletters, catalogues, and invitations to organisation-sponsored events are most closely Associated with the marketing mix activity of

- (a) Pricing
- (b) Distribution
- (c) Product development
- (d) Promotion

6. Which of the following is not the strategy of product mix?

- (a) Expansion of Product mix
- (b) Contraction of Product Mix
- (c) Alteration of existing products
- (d) Pricing the product

7. Which of the following is a correct feature of personal selling?

- (a) One to one contact
- (b) Indirect communication
- (c) Planning
- (d) Quick Sales

8. A _____ represents a chain of business or intermediaries through which the final buyer purchases a good or service.

- (a) Place
- (b) Production
- (c) Distribution channel
- (d) Price

9. M-marketing refers to

- (a) Marketing through mobile devices
- (b) Marketing through mass media
- (c) Marketing through mail
- (d) Marketing through meetings

10. A challenge in global marketing is

- (a) Uniform consumer preferences
- (b) Cultural adaptation
- (c) Reduced competition
- (d) Lower regulatory scrutiny

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Explain the importance of positioning in marketing.

Or

- (b) What are criteria for Market Segmentation?

12. (a) Mention the various methods of the buying decision process.

Or

- (b) Explain the importance of brand repositioning in competitive markets.

13. (a) What are the stages of the product life cycle?

Or

- (b) What are the stages involved in new product development?

14. (a) Difference between sales promotion and personal selling.

Or

- (b) Explain the factors determining the choice of suitable channels of distribution.

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15. (a) What are the recent trends in marketing?

Or

- (b) What are the main components of the global marketing environment?

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Briefly explain the classification of the market.

Or

- (b) Analyze the challenges and risks associated with niche marketing.

17. (a) Explain Freud's theory of motivation and its relevance to consumer behavior.

Or

- (b) Identify and explain the different types of consumer motives that drive purchasing behavior.

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18. (a) Explain the components of the marketing mix (4Ps) in detail with examples.

Or

- (b) Discuss the different types of pricing strategies used in marketing with suitable examples.

19. (a) Describe the role of promotion in creating brand awareness and consumer loyalty.

Or

- (b) What is personal selling? Explain the qualities and skills required for an effective personal seller.

20. (a) Explain the importance of competitive analysis in marketing and describe Porter's Five Forces Model.

Or

- (b) Distinguish between E-marketing, M-marketing, and E-tailing with suitable examples.