

(6 pages)

Reg. No. :

Code No. : 20937 E Sub. Code : EEEEC 31

B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2024

Third Semester

Economics

Elective – 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. What is the primary goal of marketing?
(a) Increase production
(b) Maximize sales
(c) Satisfy customer needs
(d) Minimize costs
2. Which of the following is not a marketing function?
(a) Buying (b) Selling
(c) Manufacturing (d) Transporting

3. What is buying behaviour?
(a) The process of selling products
(b) The decision-making process of consumers
(c) The production of goods
(d) The marketing of services
4. Which of the following is a method of market segmentation?
(a) Geographic
(b) Political
(c) Historical
(d) Emotional
5. What is a product mix?
(a) Total number of products offered
(b) The process of pricing products
(c) The packaging of a product
(d) Product branding strategies
6. Branding primarily aims to:
(a) Reduce costs
(b) Create brand loyalty
(c) Increase production
(d) Simplify product features

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7. Which channel is involved in wholesaling?
- Direct selling
 - Retailing
 - Distribution through intermediaries
 - Online sales
8. Which is a method of sales promotion?
- Brand loyalty
 - Discounts
 - Customer feedback
 - Product support
9. Which of the following is a modern marketing technique?
- Direct marketing
 - Traditional advertising
 - Phone call
 - Word-of-mouth
10. E-marketing primarily refers to:
- Marketing on the internet
 - In-person sales
 - Retail marketing
 - Direct mail

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PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Analyze the modern concept of marketing and its relevance in today's business environment.

Or

- (b) Critically evaluate the impact of consumer protection laws on marketing strategies.

12. (a) Explain the concept of buying behaviour.

Or

- (b) List and explain different methods of market segmentation.

13. (a) What are the different pricing strategies? Give examples.

Or

- (b) Give an account of branding.

14. (a) Describe the importance of distribution channels.

Or

- (b) Explain the objectives of advertising.

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15. (a) Discuss the impact of social marketing.

Or

- (b) Write a brief note on Marketing of Services.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Explain about 'Grading'.

Or

- (b) Describe the concept of 'Warehousing' and state its importance in Marketing.

17. (a) Discuss the latest quadrants in Consumer Protection Act, 1986.

Or

- (b) Examine the relationship between Market segmentation and product differentiation.

18. (a) Explain about product life cycle.

Or

- (b) Analyze the challenges faced by the new product in marketing the product.

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19. (a) What are the characteristics of effective advertising?

Or

- (b) Evaluate the effectiveness of different advertising mediums.

20. (a) Explain the role of MIS in marketing.

Or

- (b) Discuss the challenges faced in implementing green marketing strategies.

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