

Faculty of Commerce

End Semester Examination May 2025

CM3CO14 Principles of Marketing

Programme	:	B.Com. (Hons.)	Branch/Specialisation	:	-
Duration	:	3 hours	Maximum Marks	:	60

Note: All questions are compulsory. Internal choices, if any, are indicated. Assume suitable data if necessary.
 Notations and symbols have their usual meaning.

Section 1 (Answer all question(s))

Q1. Which of the following is not part of the marketing mix?	Marks CO BL		
	1	1	1
<input type="radio"/> Price <input checked="" type="radio"/> People	<input type="radio"/> Product <input type="radio"/> Process	<small>1 mark awarded to the student</small>	
Q2. What does 'e-tailing' refer to?	1	1	1
<input type="radio"/> Selling products through physical retail stores <input type="radio"/> Wholesale marketing	<input checked="" type="radio"/> Selling products online <input type="radio"/> Marketing through direct mail		
Q3. Which of these factors influences consumer buying behavior the most?	1	2	1
<input checked="" type="radio"/> Family <input type="radio"/> Media channels	<input type="radio"/> Government policies <input type="radio"/> Product placement		
Q4. Which of the following is not a type of product packaging decision?	1	2	1
<input type="radio"/> Label design <input checked="" type="radio"/> Price of the product	<input type="radio"/> Size of the product <input type="radio"/> Package material		
Q5. Market segmentation is important because it helps marketers to _____.	1	3	1
<input type="radio"/> Reach all customers <input type="radio"/> Minimize competition	<input checked="" type="radio"/> Target specific groups of customers effectively <input type="radio"/> Increase product prices		
Q6. Which of the following pricing strategies focuses on setting the price lower than competitors to gain market share?	1	3	1
<input type="radio"/> Price skimming <input type="radio"/> Psychological pricing	<input checked="" type="radio"/> Penetration pricing <input type="radio"/> Value-based pricing		
Q7. Which of the following factors can influence market segmentation strategies?	1	4	1
<input type="radio"/> Legal restrictions <input type="radio"/> Competitor actions	<input type="radio"/> Technological advancements <input checked="" type="radio"/> All of the above		
Q8. Which distribution channel involves the producer selling directly to the customer?	1	4	1
<input type="radio"/> One-level channel <input type="radio"/> Two-level channel	<input checked="" type="radio"/> Direct channel <input type="radio"/> Three-level channel		
Q9. Which of the following is a key feature of a marketing orientation?	1	5	1
<input checked="" type="radio"/> Focus on customer needs and wants <input type="radio"/> Focus on production efficiency	<input type="radio"/> Focus on internal processes <input type="radio"/> Focus on maximizing short-term profits		

Q10. Which pricing strategy is most appropriate for a new product launch in a competitive market?

1 5 1

- Price skimming
- Penetration pricing
- Cost-plus pricing
- Value-based pricing

Section 2 (Answer all question(s))

Marks CO BL

Q11. Define the term green marketing.

2 1 1

Rubric	Marks
Definition of Green Marketing	2

Q12. Explain the difference between 'selling' and 'marketing.'

3 1 2

Rubric	Marks
At least 3 differences.	3

Q13. (a) Discuss the importance of marketing mix in the overall success of a product.

5 1 2

Rubric	Marks
Importance of marketing mix	5

(OR)

(b) What is channels of distribution? Explain the types of it.

Rubric	Marks
Distribution channels meaning (01 mark) Types (04 marks)	5

Section 3 (Answer all question(s))

Marks CO BL

Q14. Define the term consumer behavior.

2 2 2

Rubric	Marks
Consumer Behavior meaning	2

Q15. (a) What is environmental factors? Explain all the micro and macro environmental factors.

8 2 2

Rubric	Marks
Define Environmental factors (01 mark) Explain Micro and Macro environmental factors (07 marks)	8

(OR)

(b) Explain the concept of 'branding' and its role in consumer behavior and marketing.

Rubric	Marks
Branding meaning (01 mark) Branding role in consumer behavior and marketing.(07 marks)	8

Section 4 (Answer all question(s))

Marks CO BL

Q16. Describe the concept of market segmentation and explain its significance.

3 3 2

Rubric	Marks
concept of market segmentation (01 mark) explain its significance.(02 marks)	3

Q17. (a) Explain the new product development process and apply it to a hypothetical product idea.

7 3 3

Rubric	Marks
Explain the New Product Development process (02 marks) Application of New Product Development process to a hypothetical product idea.(05 marks)	7

(OR)

- (b)** Describe the components of the promotion mix and discuss how personal selling contributes to the overall marketing strategy.

Rubric	Marks
components of the promotion mix (02 marks) how personal selling contributes to the overall marketing strategy. (05 marks)	7

Section 5 (Answer all question(s))

Marks CO BL

Q18. Define the term product life cycle and the stages of it.

4 4 3

Rubric	Marks
Define the term product life cycle (01 mark) stages of product life cycle (03 marks)	4

Q19. (a) Evaluate the effectiveness of different advertising campaigns and their impact on customer behavior.

6 4 5

Rubric	Marks
Evaluate the effectiveness of different advertising campaigns and their impact on customer behavior.	6

(OR)

- (b)** Discuss the impact of various distribution channels on product pricing. How companies can optimize this relationship?

Rubric	Marks
Explain impact of various distribution channels on product pricing and how companies can optimize this relationship.	6

Section 6 (Answer any 2 question(s))

Marks CO BL

Q20. What is the difference between selling orientation and marketing orientation?

5 5 5

Rubric	Marks
At least 5 differences with appropriate bases.	5

Q21. Analyze the key factors a company must consider when selecting a pricing strategy for a new product launch, providing examples.

5 5 1

Rubric	Marks
key factors a company must consider when selecting a pricing strategy for a new product launch 4 marks Example 1 mark	5

Q22. Evaluate the pros and cons of different marketing orientations and their impact on customer relationships and brand loyalty. **5** **5** **1**

Rubric	Marks
pros and cons of different marketing orientations 3 marks impact on customer relationships and brand loyalty 2 marks	5
