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G. VENKATASWAMY NAIDU COLLEGE (AUTONOMOUS), KOVILPATTI – 628 502.



UG DEGREE END SEMESTER EXAMINATIONS - NOVEMBER 2024.

(For those admitted in June 2021 and later)

PROGRAMME AND BRANCH: B.COM., PROFESSIONAL ACCOUNTING

SEM	CATEGORY	COMPONENT	COURSE CODE	COURSE TITLE
V	PART - III	CORE ELECTIVE	U21PA5E2A	MARKETING MANAGEMENT

Date & Session: 15.11.2024 / FN

Time : 3 hours

Maximum: 75 Marks

Course Outcome	Bloom's K-level	Q. No.	SECTION - A (10 X 1 = 10 Marks) Answer <u>ALL</u> Questions.
CO1	K1	1.	The goods are exchanged against goods is called. a) Sales orientation b) Barter system c) Marketing orientation d) Production orientation
CO1	K2	2.	Which one is the second element of marketing mix? a) Product b) Place c) Price d) Promotion.
CO2	K1	3.	In this stage, the product gains acceptance from the consumers. a) Introduction b) Saturation c) Decline d) Growth
CO2	K2	4.	A _____ is a symbol, name, term to identify the goods or services. a) Brand b) Publicity c) Packaging d) Marking
CO3	K1	5.	Products are transferred directly from the manufacturers to consumer is called. a) Two level channel b) One level channel c) Three level channel d) Direct channel
CO3	K2	6.	_____ sells varieties of goods in small quantities to the final consumer. a) Wholesaler b) Agent c) Retailer d) Broker
CO4	K1	7.	These kinds of buyers choose the sellers on the basis of who will best further his long term interest. a) Loyal buyer b) Opportunistic buyer c) Best deal buyer d) Creative buyer
CO4	K2	8.	Consumer protection Act was passed in the year. a) 1986 b) 1987 c) 1985 d) 1988
CO5	K1	9.	Advertising is an _____ nature of selling. a) Personal b) Impersonal c) Direct d) Retailing
CO5	K2	10.	_____ is the connecting link between sellers and buyers. a) Salesman b) Producer c) Consumer d) Brand name
Course Outcome	Bloom's K-level	Q. No.	SECTION - B (5 X 5 = 25 Marks) Answer <u>ALL</u> Questions choosing either (a) or (b)
CO1	K3	11a.	Identify the importance of marketing. (OR)
CO1	K3	11b.	Find out the difference between selling vs. marketing.

CO2	K3	12a.	Write a short note on industrial goods and Consumer goods. (OR)
CO2	K3	12b.	Discover the phases in product life cycle.
CO3	K4	13a.	Examine the problems in rural marketing. (OR)
CO3	K4	13b.	Analyse the role of channel of distribution.
CO4	K4	14a.	Classify the different types of customers. (OR)
CO4	K4	14b.	Illustrate the significance of studying consumer behaviours.
CO5	K5	15a.	Interpret the Importance of advertising. (OR)
CO5	K5	15b.	Recommend any four promotional methods for attract a customers.

Course Outcome	Bloom's K-level	Q. No.	SECTION - C (5 X 8 = 40 Marks) Answer <u>ALL</u> Questions choosing either (a) or (b)
CO1	K3	16a.	Discover seven P's of marketing mix. (OR)
CO1	K3	16b.	Identify the bases for market segmentation.
CO2	K4	17a.	Categorise the stages in new product development. (OR)
CO2	K4	17b.	Classify different methods of pricing.
CO3	K4	18a.	Analyse the various channel of distribution. (OR)
CO3	K4	18b.	Examine the significance of rural markets.
CO4	K5	19a.	Assess various Factors affecting consumer behaviour. (OR)
CO4	K5	19b.	Interpret Consumer protection Act.
CO5	K5	20a.	Recommend any two advertising media for popularise the product. (OR)
CO5	K5	20b.	Evaluate the Qualities of successful salesman.