



Jambalga

Avinashilingam Institute for Home Science and Higher Education for Women

(Deemed to be University Estd. u/s 3 of UGC Act 1956, Category 'A' by MHRD)

Re-accredited with 'A++' Grade by NAAC. Recognised by UGC Under Section 12B

Coimbatore - 641 043, Tamil Nadu, India

Continuous Internal Assessment Test – II October 2024

I Semester

Class : I UG

Major: Commerce

Time : 2 Hrs

Max. Marks : 60

23BCOC03 Principles of Marketing with Digital Applications

Course Outcomes:

- CO1: Develop understanding of basic concepts of marketing, marketing philosophies and Environmental conditions effecting marketing decisions of a firm.
- CO2: Analyze the process of marketing decisions involving product development and learn digital marketing tools.
- CO3: Analyse the process of marketing decisions involving product pricing and its distribution, and assess the impact on value creation.
- CO4: Analyse the process of marketing decisions involving product promotion and its role in creating communication value for customers.
- CO5: Learn various developments in marketing and evaluate the performance of different social media in conjunction with over all digital marketing plan

Part A

(6x1=6)

Choose the Correct Answer

1. At which stage of product life cycle is the profit typically negative? CO3 K3
a. Decline stage b. Growth stage c. Maturity stage d. Introduction stage
2. When adopting a new product, the customer does not go through CO3 K2
a. Interest b. Comparison c. Culture d. Awareness
3. The pricing strategy in which the standard mark-up is added into the cost of CO4 K1
market offering is classified as
a. Marginal pricing b. Cost plus pricing
c. Mark-up pricing d. Premium pricing
4. The wholesalers and retailers buying behaviour is classified as CO4 K2
a. Business buyer behaviour b. Derived demand
c. Business buying process d. Cognitive dissonance
5. The advantages of audience selectivity, no ad competition and personalization CO5 K3
apply to which type of media?
a. Newspapers b. Television c. Direct mail d. Radio
6. The last step in personal selling process is CO5 K1
a. Present & demonstrate b. Follow up c. Closing d. Approach

Part-B

Answer all the questions

(3x6=18)

- 7 a) State the classification of different type of products Developments **(or)** CO3 K3
b) Explain the need for a new product development CO3 K2
- 8 a) Identify the ethical issues in pricing decisions **(or)** CO4 K2
b) Compare the strategies of pricing and distribution CO4 K1
- 9 a) Identify the factors influencing promotion mix. **(or)** CO5 K3
b) Summarize the concept and issues of sustainable marketing CO5 K2

Part-B

Answer all the questions

(3x12=36)

- 10 a) What are the factors influencing to achieve the sales target? Explain. **(or)** CO3 K1
b) Discover the different concepts related to display marketing CO3 K2
- 11 a) Explain the different types and functions of distribution. **(or)** CO4 K1
b) Discover the emerging distribution trends. CO4 K3
12. a) Identify the various promotional tools. **(or)** CO5 K1
b) State the integrated marketing communication approach.. CO5 K1