



Gambhir

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

Bachelor's Degree Examination - November 2024 I Semester

Class : I UG

Major : Commerce

Time : 3 Hours

Max. Marks : 100

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: Analyse 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

10 x 1 = 10

Choose the Correct Answer

1. What is the core concept of marketing?
a. Production
b. Sales
c. Exchange
d. Profit
CO1K1
2. Which of the following is a micro-environmental factor?
a. Technological forces
b. Customers
c. Economic factors
d. Political factors
CO1K1
3. Which stage comes first in the consumer buying decision process?
a. Post-purchase behaviour
b. Purchase decision
c. Information search
d. Need recognition
CO2K1
4. What does STP stand for in marketing?
a. Sales, Targeting, Pricing
b. Segmentation, Targeting, Positioning
c. Strategy, Targeting, Promotion
d. Service, Tactics, Product
CO2K1
5. In product decisions, which strategy refers to offering products at different price levels?
a. Differentiation strategy
b. Market penetration strategy
c. Product mix strategy
d. Pricing strategy
CO3K2
6. What is the first stage in the New Product Development (NPD) process?
a. Idea generation
b. Market testing
c. Commercialization
d. Product launch
CO3K2
7. Which of the following is not a factor affecting pricing decisions?
a. Cost of production
b. Government regulations
c. Distribution channels
d. Product lifecycle
CO4K3
8. What does "relationship marketing" primarily focus on?
a. One-time transactions
b. Building long-term customer relationships
c. Product innovation
d. Pricing competition
CO4K2
9. What is a key characteristic of rural marketing?
a. High advertising cost
b. Lower purchasing power
c. Limited product range
d. Global market reach
CO5K3
10. Which element is not part of the promotion mix?
a. Advertising
b. Public relations
c. Product development
d. Sales promotion
CO5K2

Part B

5 x 6 = 30

Answer ALL questions

Each answer should not exceed 400 words or two pages

- 11.a. Explain the importance of studying the marketing environment and identify the key micro - environmental factors that affect marketing decisions. CO2K1
(or)
- 11.b. Explain the core marketing concepts of need, want, demand, and how they relate to marketing philosophy. CO1K1
- 12.a. Discuss the factors influencing consumer buying behavior. Provide examples for each factor. CO2K2
(or)
- 12.b. Explain the key factors influencing consumer buying decisions and how marketers can leverage them. CO2K2
- 13.a. Define new product. Describe the basic need of innovation of new product. CO3K2
(or)
- 13.b. Outline the process of new product development and explain the key stages involved. CO3K2
- 14.a. Describe the different channels of Distribution. CO4K3
(or)
- 14.b. Describe the major pricing strategies that companies use to compete in highly competitive markets. CO4K3
- 15.a. Outline the ethical issues involved in pricing decisions and how companies address them. CO3K3
(or)
- 15.b. Outline the characteristics and drivers of growth in rural marketing in India. CO5K3

Part C

5 x 12 = 60

Answer ALL questions

Each answer should not exceed 800 words or four pages

- 16.a. Analyze the concept of marketing mix and its importance in creating customer value. Provide examples of how companies utilize the 4 Ps to achieve business objectives. CO1K1
(or)
- 16.b. Discuss the importance of understanding the macro-environmental factors (demographic, economic, natural, political-legal) in formulating a marketing strategy. Provide relevant examples. CO1K1
- 17.a. Evaluate the role of digital marketing tools such as websites, Google Tag Manager, and display marketing in shaping modern marketing strategies. How do they influence consumer behaviour? CO2K1
(or)
- 17.b. Analyze the process of market segmentation, targeting, and positioning (STP). Provide examples of how companies successfully implement STP strategies. CO2K1
- 18.a. Critically examine the various pricing strategies that firms use in different market conditions. Provide examples from different industries to support your analysis. CO3K2
(or)
- 18.b. Critically examine the different stages of the product life cycle and suggest appropriate marketing strategies for a product in each stage. CO3K2
- 19.a. Discuss the importance of Integrated Marketing Communication (IMC) in today's marketing landscape. How does it help in delivering consistent brand messages? CO4K3
(or)
- 19.b. Discuss the ethical issues involved in pricing decisions and how companies navigate these challenges. Provide examples of companies facing pricing controversies. CO4K3
- 20.a. Compare and contrast traditional marketing with digital marketing. Highlight the tools, strategies, and challenges unique to each approach. CO5K3
(or)
- 20.b. Analyze the importance of integrated marketing communication (IMC) in today's competitive marketplace. How do companies use IMC to strengthen their marketing efforts? CO5K3
