



E. Ramakrishnan
24/10/25

Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)
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 -2025
Semester – I

Class : I UG

Time: 2 hours

Major : B.Com / *BLOM MS*

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: 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 overall digital marketing plan.

Part A

6 x 1 = 6

Choose the Correct Answer

1. A set of brands and brand lines in a particular category that a company offers to its customers is referred as **CO3K1**
 - a. Brand portfolio
 - b. Brand awareness
 - b. Brand equity
 - d. Brand loyalty
2. The new product development starts with **CO3K1**
 - a. Idea generation
 - c. Test marketing
 - b. Concept testing
 - d. Commercialisation
3. MRP stands for **CO4K1**
 - a. Minimum Retail Price
 - c. Minimum Rate of Profit
 - b. Maximum Retail Price
 - d. Maximum Rate of Profit
4. In the distribution channel, who has the direct touch with consumers **CO4K1**
 - a. Producers
 - c. Wholesalers
 - b. Retailers
 - d. Agents
5. Which of the following marketing mix activity is closely related with newsletters, catalogues and invitations to organization sponsored events? **CO5K1**
 - a. Pricing
 - c. Distribution
 - b. Promotion
 - d. Product
6. The most important stakeholder in relationship marketing is **CO5K1**
 - a. Suppliers
 - c. Owners
 - b. Customers
 - d. Manufacturers

PART – B

Answer the following questions
(Answer should not exceed 400 words)

(3x6 = 18)

- 7.a. State the functions of packaging. **CO3K3**
(or)
- 7.b. Explain the concept of display marketing. **CO3K2**
- 8.a. List out the objectives of pricing. **CO4K3**
(or)
- 8.b. Describe the role of wholesalers and retailers in product distribution. **CO4K3**
- 9.a. Interpret the significance of promotion. **CO5K3**
(or)
- 9.b. Write a note on sustainable marketing. **CO5K2**

PART-C

Answer the following questions
(Answer should not exceed 800 words)

(3x12=36)

- 10.a. Define Branding and explain the qualities of good brand name. **CO3K3**
(or)
- 10.b. Explain Product Life cycle with the marketing strategies adopted in each stages. **CO3K4**
- 11.a. Discuss about the factors affecting pricing. **CO4K2**
(or)
- 11.b. Elaborate the types of channels of distribution. **CO4K3**
- 12.a. Interpret the various promotional tools with relevant example. **CO5K3**