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**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 (now MoE)  
Re-accredited with A++ Grade by NAAC. CGPA 3.65/4, category I by UGC  
Coimbatore - 641 043, Tamil Nadu, India

**Bachelor's Degree Examination – November 2025**  
**I Semester**

**Class : I UG**  
**Major : B.Com / B.Com with Minor Specialization**

**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**  
**Choose the Correct Answer**

**10 x 1 = 10**

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|--|--|--------|
| 1. Marketing is defined as:<br>a. Creating demand<br>c. selling goods  | b. Satisfying customer needs<br>d. advertising only    | CO1 K1 |
| 2. Which of the following is NOT a micro-environment facto<br>a. Suppliers<br>c. Publics                             | b. Competitors<br>d. Climate                           | CO1 K2 |
| 3. The process of dividing the market into distinct groups is called:<br>a. Positioning<br>c. Segmentation           | b. Targeting<br>d. Differentiation                     | CO2 K1 |
| 4. Which one is NOT an element of marketing mix?<br>a. Price<br>c. Promotion   | b. Process<br>d. Profit                                | CO1 K2 |
| 5. Which stage is NOT part of the consumer decision process?<br>a. Problem recognition<br>c. Post-purchase behaviour | b. Purchase decision<br>d. Production                  | CO2 K2 |
| 6. A brand name should primarily be:<br>a. Complex<br>c. Easy to remember  | b. Difficult to pronounce<br>d. Similar to competitors | CO2 K1 |
| 7. Which of the following is NOT a pricing method?<br>a. Cost-plus pricing<br>c. Penetration pricing                 | b. Skimming pricing<br>d. Perception pricing           | CO3 K2 |
| 8. Which is NOT a function of distribution channels?<br>a. Physical distribution<br>c. Production                    | b. Risk taking<br>d. Financing                         | CO3 K1 |
| 9. Which of the following is NOT a tool of promotion mix?<br>a. Advertising<br>c. Sales promotion                    | b. Public relations<br>d. Production planning          | CO4 K1 |
| 10. Rural marketing differs from urban marketing mainly due to:  |  | CO5 K2 |

**Part B**

**5 x 6 = 30**

**Answer ALL questions**

**Each answer should not exceed 400 words or two pages**

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|---|--------|
| 11. a. Explain the core concepts of marketing with examples<br>(or)           | CO1 K2 |
| 11. b. Define the characteristics of services marketing                       | CO1 K2 |
| 12. a. Discuss the stages in consumer buying decision process.<br>(or)        | CO2 K2 |
| 12. b. Explain the bases of market segmentation                               | CO2 K3 |
| 13. a. Discuss the product life cycle with suitable diagram.<br>(or)          | CO2 K3 |
| 13. b. Explain the process of new product development.                        | CO2 K4 |
| 14. a. Explain the objectives and factors affecting pricing decisions<br>(or) | CO3K4  |
| 14. b. Describe the importance of distribution logistic                       | CO3 K3 |
| 15. a. Discuss the concept and dimensions of relationship marketing.<br>(or)  | CO5 K3 |
| 15. b. Explain sustainable marketing and its issues.                          | CO5 K3 |

**Part C**

**5 x 12 =**

**Answer ALL questions**

**60**

**Each answer should not exceed 800 words or four pages**

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|---|--------|
| 16.a. Analyse the importance of studying marketing environment with reference to micro and macro factors.<br>(or) | CO1 K4 |
| 16. b. Critically evaluate different marketing philosophies with examples.  | CO1 K4 |
| 17. a. Evaluate the role of STP in creating customer value with suitable illustrations.<br>(or)                   | CO2 K4 |
| 17. b. Analyse the role of digital tools (websites, Google tag manager, engaging web copy) in consumer strategy.  | CO2 K4 |
| 18. a. Examine branding strategies with suitable examples and their impact on business Performance<br>(or)        | CO2 K4 |
| 18. b. Critically analyse the ethical aspects of packaging and labelling in today's market.                       | CO2 K4 |
| 19.a. Analyse different pricing strategies and their suitability for different market Situations<br>(or)          | CO3 K4 |
| 19.b. Evaluate the impact of emerging retail formats on distribution decisions                                    | CO3 K4 |
| 20.a. Discuss the role of integrated marketing communication in the digital era.<br>(or)                          | CO4 K4 |
| 20.b. Critically analyse rural marketing mix strategies and their impact on Rural consumer behaviour.             | CO5 K4 |

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