



Murugan

**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 I – August 2024**  
**Semester – I**

**Time: 2 Hrs**  
**Max Marks: 60**

**Class: I UG**  
**Major: Commerce**

**23BCOC03 Principles of Marketing with Digital Applications**

- 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

**(6x1=6)**

**Part-A**

**Circle the Correct Answer**

1. The word marketing mix for the first time was used by: CO1 K3  
 a) R. S. Davar      b) Neil H. Borden      c) Philip Kotler      d) William J. Stanton
2. Modern Concept of marketing does not accept: CO1 K2  
 a) High quality services      b) Satisfaction of customers  
 c) Research and Development      d) Dissatisfaction of customers
3. The buying process starts when the buyer recognizes a CO2 K1  
 a) product or service      b) shop or market  
 c) need or problem      d) money or status
4. The social aspects of marketing is to ensure CO2 K2  
 a) Price      b) Demand      c) Low Price High Quality      d) Service goods
5. The final stage in the consumer decision-making model is \_\_\_\_\_ CO2 K3  
 a) Pre-purchase      b) Post-purchase  
 c) Evaluation of alternatives      d) Purchase
6. When goods or services are used by ultimate consumers they are termed as: CO3 K1  
 a) Convenience goods      b) Consumer goods  
 c) Specialty goods      d) Industrial goods

**Part- B      3x6=18**

**Answer ALL Questions**

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

7. a) Bring out the importance of marketing. (or) CO1 K3  
 b) What do you mean by Marketing Mix? Explain the elements of Marketing Mix? CO1 K2
8. a) Write a brief note on consumer decision making process (or) CO2 K2  
 b) What is market segmentation? Explain the base of segmenting consumer market. CO2 K1
9. a) Explain about the product life cycle in marketing. (or) CO3 K3  
 b) Discuss about brand name and trade mark CO3 K2

**Part-C**

**3x12=36**

**Answer ALL questions**

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

10. a) What are the factors influencing marketing concept? Explain. (or) CO1 K1  
 b) State the different classifications of Markets CO1 K2
11. a) Enumerate the market segmentation. (or) CO2 K1  
 b) What are the various factors influencing consumer behavior? Explain. CO2 K3
12. a) What do you understand by a product? Discuss its characteristics. (or) CO2 K1  
 b) Explain the various factors of Branding. CO3 K1