



Avinashillingam 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.

Continuous Internal Assessment Test I – August 2025
I Semester

Class : I UG
Major : B.Com / B.Com With Minor Specialization

Time : 2hrs
Max.Marks:60

23BCOC03 / 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

Choose the correct answer

(6 x1=6)

1. The market environment factors that encompasses societal values, belief, attitude and life style are referred as CO1K1
 - a) Socio-cultural factors
 - b) Demographic factors
 - c) Technological factors
 - d) Natural factors
2. The 7 P's of marketing does not include CO1K1
 - a) People
 - b) Product
 - c) Purpose
 - d) Place
3. The second stage in consumer decision making process is CO2K1
 - a) Need Recognition
 - b) Evaluation of Alternatives
 - c) Information Search
 - d) Purchase Decision
4. Loyalty status is an example of which segmentation variable ? CO2K1
 - a) Demographics
 - b) Psychographics
 - c) Geographics
 - d) Behavioural
5. Anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need is called CO3K2
 - a) Product
 - b) Idea
 - c) Service
 - d) Demand
6. The goods purchased frequently with minimum shopping efforts are referred as CO3K2
 - a) Convenience goods
 - b) Shopping goods
 - c) Speciality goods
 - d) Industrial goods

Part-B

(3X6=18)

Answer the following Questions.

(Answer should not exceed 400 words or two pages)

7. a) Describe the production, product and selling philosophy in marketing. CO1K2
(or)
7. b) Define Service marketing and state the characteristics of services. CO1K2
8. a) Interpret the need for studying consumer behaviour. CO2 K3
(or)
8. b) Write a note on the concept of targeting and positioning. CO2 K3
9. a) Define Product and list the characteristics of product. CO3 K3
(or)
9. b) Explain the levels of product. CO3 K3

Part-C

(3X12=36)

Answer the following Questions .

(Answer should not exceed 800 words or four pages)

10. a) Explain the key marketing mix elements CO1 K3
(or)
10. b) Discuss the Macro environmental factors in marketing with relevant example. CO1K3
11. a) Elaborate the stages in consumer buying behaviour. CO2 K3
(or)
11. b) Define Segmentation and explain the bases of segmenting consumer market. CO2 K3
12. a) Report the classification of products with suitable examples. CO3K3