

Reg. No.:



W6965

Name:

University of Kerala

Third Semester FYUGP Degree Examination, November 2025

Discipline Specific Core Course

COMMERCE

UK3DSCCOM204 - Principles of Marketing

Academic Level: 200-299

2024 Admission

Time: 2 Hours(120 Mins)

Max. Marks: 56

**Part A.6 Marks:Time 5 Minutes.(Cognitive Level :Remember(RE)/Understand(UN)) Objective Type.1 mark each,
Answer all questions**

Qn No.	Question	CL	CO
1	Which of the following is not an element of promotion mix Options : A)Sales Promotion B)Advertising C)Personal Selling D)Public Networking	RE	1
2	What is the initial step in the consumer buying process? Options : A)Purchase B)Need recognition C)Evaluation of alternatives D)Information search	RE	2
3	Which of the following is a psychological factor that affects consumer behaviour? Options : A)Culture B)Social class C)Motivation D)Family	UN	5
4	The market segmentation variable that classifies buyers based on their activities, interests, opinions, and lifestyles is known as: Options : A)Demographic segmentation B)Psychographic segmentation C)Geographic segmentation D)Behavioural segmentation	UN	2
5	The main purpose of penetration pricing is to:	UN	4

Qn No.	Question	CL	CO
	Options : A)Maximize profits immediately B)Enter the market with a low price to attract customers C)Create a premium brand image D)Discourage competitors with high prices		
6	Macro Environment factors in marketing includes Options : A)Branding B)Product Packaging C)Social and Legal Factors D)After sale service	UN	1

Part B.10 Marks.Time:20 Minutes (Cognitive Level:Understand(UN)/Apply(AP))Two-three sentences.2 marks each.Answer all questions

Qn No.	Question	CL	CO
7	Classify the bases of Market Segmentation.	UN	2
8	Examine how the functions of packaging contribute to marketing effectiveness?	UN	4
9	Differentiate marketing and selling	AP	1
10	Exhibit the factors influencing pricing decision	AP	4
11	Explain the application of product life cycle stages of a mobile phone	AP	3

Part C.16 Marks.Time:35 Minutes.(Cognitive Level :Apply(AP)/Analyse(AN))Short Answer.4 marks each, Answer all 4 questions,choosing among options * within each question

Qn No.	Question	CL	CO
12	A) Explain how cultural factors can influence the buying behaviour of Consumers OR B) A person is comparing travel packages online before booking a holiday. Explain which stage of the consumer buying process they are in and how a travel agency could influence their decision.	AP	2, 1

Qn No.	Question	CL	CO
13	A) Elaborate the stages in product development life cycle OR B) A company wants to launch a new line of eco-friendly detergents. Demonstrate how they could follow the new product development process from idea generation to commercialization	AP	3, 3
14	A) Analyse the relationship between branding and product positioning in building customer loyalty OR B) Analyze the need for studying consumer behavior	AN	3, 2
15	A) Analyse the role of core marketing concepts in achieving consumer satisfaction OR B) Compare the features of personal selling and sales promotion	AN	1, 3

Part D.24 Marks.Time: 60 Minutes.(Cognitive Level :Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer 6 Marks each.Answer all 4 questions choosing among options * within each question

Qn No.	Question	CL	CO
16	A) Analyze how the design and content of a product label can influence consumer perception and buying behavior. Provide examples to support your answer. OR B) Analyze how the effectiveness of a personal selling strategy can influence consumer satisfaction and long-term customer loyalty	AN	2, 4
17	A) Evaluate the internal and external factors influencing the pricing decisions. OR B)	EV	5, 1

Qn No.	Question	CL	CO
	Analyse the different elements of the marketing mix		
18	A) Explain the bases for market segmentation OR B) Differentiate between consumer goods and industrial goods. Interpret the various factors influencing the choice of channels of distribution in consumer goods and industrial goods.	EV	2, 4
19	A) Design a marketing campaign for a new organic skincare brand targeting youth OR B) Develop a new product idea for promoting FMCG Category	CR	3, 3