

Reg. No.:



Name:

University of Kerala

W6800

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	consumer behavior is primarily concerned with Options : A)how products are produced. B)how consumer make purchase decision C)how company recruits employees D)how government regulate business.	RE	2
2	Which of the following is a micro environment factor? Options : A)Technology B)Competitors C)Demographics D)Economy	RE	1
3	Which marketing concept refers to the process of creating a unique identity for a product in the minds of consumers Options : A)Branding B)Positioning C)Targeting D)Segmentation	UN	3
4	Market Segmentation helps Companies by: Options : A)Lowering the price of products B)Reaching a mass market C) Identifying and targetting specific consumer groups. D)Eliminating competition completely	UN	2
5	The main purpose of a firm's promotion mix is to Options : A)Maintain internal coordination B)Create awareness and influence customers to buy C)Reduce production cost D)Decide the channel of distribution	UN	4
6	Which of the following is NOT a component of the marketing mix?	UN	1

Qn No.	Question	CL	CO
	Options : A)Product B)Price C) Promotion D)Planning		

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	What you meant by Business communication	UN	4
8	State the difference between wholesaling and retailing.	UN	2
9	List out the various stages involved in the buyer decision process.	AP	2
10	Identify the political factors that can influence marketing strategies.	AP	1
11	Determine the role of intermediaries in business	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) Distinguish between product differentiation and market segmentation OR B) Explain the importance of Traditional marketing	AP	2, 1
13	A) Identify the sales promotion techniques for increasing the sales of a product OR B) Social media marketing is important for businesses . Why ?	AP	3, 5
14	A) Discuss the steps involved in determining the price of a product OR B)	AN	3, 2

Qn No.	Question	CL	CO
	Analyse the importance of market segmentation for business growth		
15	A) Identify the elements of marketing mix. OR B) Examine how government regulation affect pricing decision.	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) How do you analyse the product lifecycle effectively for introducing a new product into the market? OR B) Analyse the relationship between the elements of the marketing mix and the success of a product in the market.	AN	4, 3
17	A) Evaluate the importance of pricing decisions in the success of a company's marketing strategy. OR B) Critically evaluate whether micro environment factors are more controllable for a business than macro environment factors.	EV	3, 1
18	A) Evaluate the merits and demerits of market segmentation. OR B) Beyond price and quality, some factors are more powerful in shaping consumer buying behaviour? justify your answer	EV	2, 2
19	A) Develop a comprehensive strategy for managing a product through all stages of its life cycle. OR B)	CR	2, 2

Qn No.	Question	CL	CO
	Design the factors that are influencing consumer buying behaviour		