

Roll.No.

23UBHCT3011

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai - 600 044.

B.Com.Honours - END SEMESTER EXAMINATIONS - NOVEMBER 2025
SEMESTER - III

23UBHCT3011 - Principles of Marketing

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions (6 × 5 = 30 Marks)

1. What are the innovations in modern marketing?
2. Explain the product life cycle and elucidate its usage in the development of product.
3. How to apply the various promotions in sales?
4. Illustrate the Social Responsibility and Marketing Ethics.
5. Explain the various criteria for market segmentation.
6. Appraise the stages of New Product Development.
7. Explain the characteristics of personal seller.
8. Determine the meaning of MIS and Marketing Regulation.

Section C

I - Answer any **TWO** questions (2 × 10 = 20 Marks)

9. Explain the classification of Markets.
10. Elaborate on the Freud's Theory of Motivation.
11. Discriminate the factor influencing pricing policies in marketing management.
12. Ascertain the Elements of promotion mix in marketing.

II - Compulsory question (1 × 10 = 10 Marks)

13. Distinguish between E- marketing and M- marketing.
