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DCBM111

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I Semester B.A. Degree Examination December/January-2025/26

MARKETING

Principles of Marketing

(SEP Scheme)

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates :

Answer All Sections

SECTION - A

Answer any Five Sub-questions. Each sub-question carries Two marks. (5×2=10)

1. a) What is M-Business?
- b) Write the meaning of Marketing Environment.
- c) What is e-business?
- d) Who are intermediaries in channels of distribution.
- e) State any two features of a product.
- f) What is Sales Promotion.
- g) Write the meaning of Consumer behaviour.
- h) What is Social Media Marketing



SECTION - B

Answer any Four questions. Each question carries Five marks.

(4×5=20)

2. Write a note on a) Green Marketing b) Tele-marketing
3. State the reasons for New Product Failure
4. Explain the factors affecting channel selection
5. Explain the various types of advertisement
6. Explain the various factors influencing Pricing Policy
7. Explain the advantages and disadvantages of Promotional schemes.

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**SECTION - C**

**Answer any Three of the following questions. Each question carries Fifteen marks  
(3×15=45)**

8. What is Product Life Cycle? Explain Various Stages of Product Life Cycle.
9. Explain the Various approaches to Marketing.
10. What is Physical distribution. Explain the various types of channels of distribution.
11. What is Pricing. Explain the methods of pricing policy.
12. Explain the Steps involved in Consumer Buying Decision Process.

**SECTION - D**

**Answer the following question. The question carries Five marks. (1×5=5)**

13. Design an advertisement copy for a smart watch.
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