

Reg. No.:



Name:

University of Kerala

W6660

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	The demographic segmentation is based on: Options : A)Age, income, occupation, and education B)Geographic location C)Personality, lifestyle, and values D)Benefits sought by customers	RE	2
2	Who is known as the father of modern marketing Options : A)Peter Drucker B)Abraham Maslow C)Philip Kotler D)Lester Wunderman	RE	1
3	Which of the following is a basis of market segmentation? Options : A)Income B)Occupation C)Lifestyle D)All of the above	UN	2
4	The primary objective of the sales promotion is to: Options : A)increase cost B)reduce production	UN	4

Qn No.	Question	CL	CO
12	A) A laptop company faces strong competition. How can it differentiate its products to attract more customers? OR B) Analyze a company's marketing environment and identify its opportunities and threats.	AP	3, 1
13	A) A retail store offers discounts during a festival. Explain how this temporary pricing strategy can influence customer behaviour and sales. OR B) When a consumer compares different products before making a purchase, which marketing strategies should a company use to influence their decision?	AP	3, 4
14	A) A company is launching a new electronic gadget. Analyse whether price skimming or penetration pricing would be more effective and justify your reasoning. OR B) Examine how product differentiation strategies influence consumer buying decisions compared to market segmentation strategies.	AN	3, 2
15	A) Analyze the relationship between pricing decisions and the effectiveness of promotional campaigns in increasing product sales. OR B) Analyze the different types of products and explain their characteristics.	AN	4, 4

Qn No.	Question	CL	CO
16	A) Examine how strong branding can provide a competitive advantage and influence customer loyalty. OR B) Analyse the essential features of good packaging	AN	3, 3
17	A) Evaluate the effectiveness of market segmentation and positioning strategies in enhancing competitive advantage. OR B) Evaluate the effectiveness of social media platforms in influencing consumer buying behavior	EV	1, 2
18	A) Assess the relevance of channels of distribution to increase the sales of a product. OR B) Choose the most suitable promotional tool for launching a new product in a competitive market and justify your choice.	EV	5, 5
19	A) Design a model that shows the key factors influencing consumer buying behaviour and explain how each factor affects purchasing decisions OR B) Elaborate the strategies to build long-term cooperative relationships among channel members.	CR	2, 4