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FIFTH SEMESTER (CUFYUGP) DEGREE EXAMINATION, NOVEMBER 2026

ACCOUNTING AND FINANCE / COMMERCE

COP5CJ303 / COM5CJ303- PRINCIPLES OF MARKETING

2024 Admission onwards

Maximum Time :2 Hours **Maximum Marks :70**

Section A

All Question can be answered. Each Question carries 3 marks (Ceiling : 24 Marks)

1	What is marketing?
2	What is consumer buying behaviour?
3	What are the different levels of a product?
4	What is influencer marketing?
5	What are the functions of marketing?
6	What is the consumer buying decision process?
7	What is product classification?
8	What is omni-channel marketing?
9	Define social concept of marketing.
10	What is market segmentation?

Section B

All Question can be answered. Each Question carries 6 marks (Ceiling : 36 Marks)

11	Explain the major steps involved in the marketing management process.
12	What is marketing analytics? Explain its importance in marketing decisions.
13	Write a note on brand management.
14	Explain the concept of target marketing and its importance to a business.
15	What is Search Engine Optimisation? State its importance in modern marketing.
16	Explain the significance of marketing in business.
17	Describe the major stages involved in new product development.
18	Explain the different bases of market segmentation.

Section C

Answer any ONE .Each Question carries 10 marks (1x10=10 Marks)

19	Examine the major pricing strategies adopted by marketers and analyse the key factors influencing the selection of an appropriate pricing strategy.
20	Explain the major ethical issues in marketing and discuss why ethical practices are important for maintaining long-term customer relationships.

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