

B.Com. DEGREE EXAMINATION, NOVEMBER 2018
III Year VI Semester
Core Major- Paper
MARKETING

Time : 3 Hours

Max.marks :75

Section A ($10 \times 2 = 20$) Marks

Answer any **TEN** questions

1. What do you mean by Marketing?
2. Name any two types of Market.
3. Define Market Segmentation.
4. What is Consumer Behavior?
5. What are the elements of Marketing Mix?
6. What do you mean by Product?
7. Point out the meaning of Penetration Pricing
8. What do you mean by Cost-Oriented Pricing Policy?
9. Point out the meaning of Communication Mix.
10. What is Sales Promotion?
11. Give the meaning of Online Marketing.
12. What is Marketing Research?

Section B ($5 \times 5 = 25$) Marks

Answer any **FIVE** questions

13. Classify the various types of markets.
14. Mention the significance of marketing in the modern world.
15. Bring out the bases for Market Segmentation.
16. What are the various stages of Product Life Cycle?
17. State the steps involved in the development of a new product.
18. What are the functions of Sales Promotion?
19. Distinguish between Marketing Research and MIS.

Section C ($2 \times 15 = 30$) Marks

Answer any **TWO** questions

20. Discuss the factors determining the Consumer Behavior
21. Describe the various kinds of pricing.
22. What factors influence channel decisions? Explain.
23. Define Consumerism and explain different approaches to consumerism.

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