

B.Com. (Hons) DEGREE EXAMINATION, NOVEMBER 2018
II Year III Semester
Core Major- Paper XI
MARKETING PRACTICE

Time : 3 Hours

Max.marks :75

Section A (10 × 2 = 20) Marks

Answer **ALL** the questions

1. Define marketing
2. What is Marketing Mix?
3. Define market segmentation
4. Write a note on "Consumerism"
5. Write a short note on specialty goods
6. What is meant by branding?
7. What is meant by dual pricing?
8. What is meant by time utility?
9. What is an advertisement copy?
10. Define Relationship marketing

Section B (5 × 5 = 25) Marks

Answer any **FIVE** questions

11. Marketing begins with customers and ends with customers. Discuss
12. Explain the function of standardization.
13. Explain the benefits of market segmentation
14. Difference between skimming pricing and penetrating pricing
15. Give an account of the different types of wholesalers
16. What are the advantages of promotion?
17. Discuss the benefits of e-marketing
18. Explain the different stages of the product life cycle.

Section C ($2 \times 15 = 30$) Marks**PART - A - Case Study - Compulsory Question**

19. As a result of globalization, a company manufacturing a medium sized car experiences a sharp decline in the demand for their products. There is a growing threat to its market in future too. The company realizes, based on a survey that product obsolescence is the chief factor for the declining demand for their product. The board decides to go for modernization to cope with the emerging demands, inspite of limited reserves.
1. How important is a new product development to this company?
 2. Suggest detailed measures for development of a new product.

PART - B

Answer any **ONE** questions

20. Explain psychological, psychographic, socio-cultural segmentation and explain the role of various factors
21. Give briefly the various functions of marketing

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