

B.Com DEGREE EXAMINATION, APRIL 2019
III Year VI Semester
Marketing

Time : 3 Hours

Max.marks :75

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

Answer any **TEN** questions

1. What is consumer market ?
2. Define marketing.
3. Define marketing mix.
4. Define marketing functions.
5. What is loyal status ?
6. Define motive.
7. Who is laggards ?
8. What are the classifications of labelling ?
9. What is concept testing ?
10. What do you mean by impulse goods ?
11. What is Psychographic segmentation ?
12. What is E-Commerce ?

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

Answer any **FIVE** questions

13. Bring out the difference between buying and selling.
14. How do you evaluate the market segment ?
15. Explain the elements of marketing mix.
16. Distinguish between Skimming pricing and Penetration pricing.
17. Explain the merchant middleman types.
18. What are the pros and cons of an indoor advertisement ?
19. Write the contrast between marketing information system and marketing research.

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

Answer any **TWO** questions

20. Explain various types of market segmentation.
21. What are the classifications of consumer products?
22. What are the factors influencing pricing ?
23. What are the objectives of marketing research ?

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