

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. Define Marketing.
2. What is Market?
3. What is the Marketing Environment?
4. Name any four factors affecting Internal Environment.
5. What is Consumer Behaviour?
6. Define Market Segmentation.
7. What is Product Mix?
8. What is Personal Selling?
9. What is Consumerism?
10. What is Market Research?
11. What is Sales Promotion?
12. What do you mean by Buying Motives?

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

Answer any **FIVE** questions

13. What are the different types of Markets?
14. What are the importance of Marketing Environment?
15. What are the Steps involved in Decision Making Process?
16. Write short note on Product Life Cycle?
17. Write about e-Marketing?
18. Write about the Segmentation of Demographic and Psychographic?
19. What is meant by Advertising? State the advantages and disadvantages of Advertising.

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

Answer any **TWO** questions

20. Explain the functions of Marketing.
21. Explain the factors affecting External Environment.
22. State the factors determining Consumer Behaviour.
23. Explain the types of Pricing.

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