

**B.Com(CS) 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 assembling?
3. What is marketing environment?
4. Define market segmentation.
5. Write a note on concentrated market.
6. What is meant by CRM?
7. What do you mean by marketing mix?
8. Define advertising.
9. Write a short note on E-Marketing.
10. What is the need of market research?
11. What is caveat emptor?
12. What is meant by sales promotion?

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

Answer any **FIVE** questions

13. State the importance of marketing.
14. What are the benefits of studying consumer behaviour?
15. Distinguish between marketing and selling.
16. What is the need for Marketing Information System?
17. What are the rights of consumers under the Consumer Protection Act?
18. Briefly describe the various kinds of pricing.
19. Write a short note on digital marketing.

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

Answer any **TWO** questions

20. Explain the functions of marketing.
21. Explain the various factors that determine consumer behaviour.
22. Describe the components of marketing environment.
23. Explain the different steps to be followed in the introduction of a new product.

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