

**B.Com(A&F) DEGREE EXAMINATION, APRIL 2019**  
**I Year I Semester**  
**Marketing**

**Time : 3 Hours**

**Max.marks :75**

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

Answer any **TEN** questions

1. Define Marketing.
2. Name the functions involved in Marketing.
3. What is Market segmentation?
4. What do you understand by the term Consumer behavior?
5. What is Marketing Mix?
6. Explain the term Pricing Policy.
7. What do you mean by PLC in Marketing?
8. Define Advertising.
9. What are the elements involved in Promotion mix?
10. Define Communication.
11. What is Consumerism?
12. What are the benefits of MIS in Marketing?

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

Answer any **FIVE** questions

13. Explain the Role and importance of Marketing.
14. What are all the stages involved in consumer buying process? Explain .
15. Differences between Marketing Mix and Promotional Mix.
16. Differences between Advertising and Sales Promotion.
17. Difference between MIS and Marketing Research.
18. What are the Types involved in Market Segmentation?
19. What are the current trends involved in Marketing?

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

Answer any **TWO** questions

20. Explain briefly about the Classification of Markets.
21. What are all the Stages involved in New product development Explain in detail.
22. Define Marketing Research and Discuss the steps involved in detail.
23. Explain about:-
  - A) Process of Consumer Buying Decision.
  - B) Types involved in Channel of Distribution.

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