

**B.Com DEGREE EXAMINATION, NOVEMBER 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 the term Marketing.
2. What is Micro environment?
3. What is meant by market segmentation?
4. Expand and explain the term PLC.
5. What is meant by Marketing Mix?
6. What is meant by retail Marketing?
7. Explain the term Green Marketing?
8. Expand the term AIDA.
9. What is personal selling?
10. What is meant by CRM?
11. Sales Promotion- Define.
12. What is meant by CAVEAT EMPTOR?

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

Answer any **FIVE** questions

13. Explain the product life cycle.
14. What are the different types of pricing methods?
15. Explain the Rights of Consumers.
16. Write about Macro Environment in Marketing.
17. Why CRM is important?
18. Classify Markets based on different criteria.
19. Explain the different channels in distribution.

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

Answer any **TWO** questions

20. Define Marketing Mix. Discuss the various elements of Marketing Mix.
21. Define Product. Discuss its various types.
22. What is buyer behaviour? Describe the nature of Indian consumers buying behaviour.
23. Write in detail about the recent trends in Marketing.

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