

B.Com(Hons) DEGREE EXAMINATION, NOVEMBER 2019
II Year III Semester
Marketing Practice

Time : 3 Hours

Max.marks :75

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

Answer **ALL** the questions

1. What is 'hand to mouth' buying?.
2. Explain societal marketing concept.
3. What is behavioral segmentation?
4. Define buying motives.
5. Explain Idea screening.
6. Define Dual Pricing.
7. Identify any four differences between chain store and departmental stores.
8. List the steps in developing an advertisement programme.
9. What do you mean by viral marketing?
10. List the forces affecting prices.

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

Answer any **FIVE** questions

11. Define marketing and enumerate its functions
12. Differentiate between micro and macro environment.
13. Explain the procedure of market segmentation.
14. Explain the consumer buying decision process with an example
15. What are the different methods of market testing?
16. Explain 'AIDA'.
17. What are the consumer sales promotion methods adopted by a firm's marketing strategy?
18. List out the product mix and product line of any Indian Firm.

Section C ($2 \times 15 = 30$) Marks**PART - A - Case Study - Compulsory Question**

19. Case Study Navin Mehta a young chemical engineer developed a new detergent during M.Tech. course. Upon passing out, he invested a small capital to start manufacturing and selling the detergent under brand name Nippo. Coming from a middle-class family, Mehta decided to price his detergent much lower than other detergents available in the market at that time. His pricing strategy paid rich dividends and Nippo became an instant success. Using his newly acquired financial strength, Navin developed a premium quality bathing soap with a unique color and perfume. Although the cost price of the soap was high, Navin priced it substantially lower, maintaining a low profit margin, to be a comfortable product in the market.
- a. Suggest an appropriate marketing plan to Navin Mehta.
 - b. Do you feel Navin has committed a mistake in the pricing of bathing soap? Justify

PART - B

Answer any **ONE** questions

20. "Marketers have to be more aware of changes in the external environment than any other department in the organization." Do you agree explain with reasons in detail?
21. Enumerate the merits and suitability of newspaper, television, radio as media of advertisement.

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