

B.Com. DEGREE EXAMINATION, APRIL 2020
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 do you mean by Integrated Marketing?
3. What is Marketing Environment?
4. Mention any two types of Intermediaries.
5. Define Market Segmentation.
6. What are Buying Motives?
7. Define 'Marketing Mix'.
8. What is meant by Chain Store System?
9. What is Internet?
10. What do you understand by Consumerism?
11. What are Self-actualisation needs?
12. Explain 'MIS'.

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

Answer any **FIVE** questions

13. How does Selling differ from Marketing?
14. Explain how changes in demographic environment affect marketing decisions.
15. Discuss the benefits of Market Segmentation.
16. What are the different levels of Product?
17. Explain the need for Marketing Information System.
18. What are the steps involved in effective communication?
19. Bring out the process of consumer buying decision.

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

Answer any **TWO** questions

20. Briefly Describe the functions of Marketing
21. What are the components of Marketing Environment? Explain.
22. Discuss the various kinds of pricing decisions.
23. Marketing Information System is called the life blood of Marketing". Comment on this statement.

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