

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 Marketing.
2. Mention any two functions of marketing.
3. What is Micro environment?
4. What is concentrated marketing?
5. What is geographic segmentation?
6. What is consumer behaviour?
7. What is marketing mix?
8. What is product modification?
9. What is penetration pricing?
10. What is sales promotion?
11. Write a short note on MIS.
12. What is E-marketing?

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

Answer any **FIVE** questions

13. State the importance of marketing.
14. Explain the factors influencing the buying behaviour.
15. Explain the concept of product life cycle.
16. State and explain the pricing policies with examples.
17. What are the functions of sales promotion?
18. Explain the recent trends in retail marketing.
19. Explain the benefits of E-marketing.

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

Answer any **TWO** questions

20. Explain the functions of Marketing.
21. Explain the components of Marketing.
22. Discuss the various types of market segmentation.
23. What is e-tailing? Explain its advantages and disadvantages.

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