

B.Com(CS) 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. What is meant by 'Market'?
3. What is marketing environment?
4. What do you mean by market segmentation?
5. Explain the term 'Consumer Buying Motive'.
6. What is the need for studying consumer behaviour?
7. Define CRM.
8. What is marketing mix?
9. Explain the term 'PLC'.
10. What is channels of distribution?
11. Define the term 'MIS'.
12. What is digital marketing?

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

Answer any **FIVE** questions

13. Explain the functions of marketing.
14. Discuss the different stages in product life cycle.
15. What are the objectives of pricing policy?
16. What is the difference between Advertising and Personal Selling?
17. Differentiate Digital Marketing from Social Media Marketing
18. What are the factors determining buyer behaviour?
19. Briefly explain the steps in Marketing Research.

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

Answer any **TWO** questions

20. Explain the classification of markets in detail.
21. Discuss the various bases for Market Segmentation.
22. Describe the salient features of Consumer Protection Act.
23. Explain the different levels of Channel of Distribution.

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