

**B.Com(A&F) DEGREE EXAMINATION, APRIL 2020**  
**I Year I Semester**  
**Marketing**

**Time : 3 Hours**

**Max.marks :75**

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

Answer any **TEN** questions

1. What is Marketing?
2. Define- Marketing Orientation.
3. What do you mean by Market Segmentation?
4. What is Consumer Behaviour?
5. Define- Product Mix.
6. State any 4 methods of pricing
7. What do you mean by Communication mix?
8. What is Sales Promotion?
9. What is Marketing Research?
10. Define-Consumerism
11. What are Buying motives?
12. What is MIS?

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

Answer any **FIVE** questions

13. Explain the role and importance of marketing.
14. Write about the steps involved in buying decision process.
15. What is PLC? Explain its various stages.
16. What are the advantages and disadvantages of personal selling?
17. State the features of E-Marketing.
18. Write a note on classification of markets.
19. State the benefits of market segmentation.

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

Answer any **TWO** questions

20. Enumerate the functions of Marketing.
21. Explain the stages of new product development.
22. Write a detailed note on Promotion Mix.
23. Elaborate the recent trends in marketing

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