

B.Com(Hons) DEGREE EXAMINATION, APRIL 2020
II Year III Semester
Marketing Practice

Time : 3 Hours

Max.marks :75

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

Answer **ALL** the questions

1. Give AMA definition of Marketing.
2. What is Market Segmentation?
3. What do you mean by Marketing Mix?
4. What is Product Mix?
5. Write a short note on Product Life Cycle.
6. Define Advertising.
7. Write a short note on Personal Selling.
8. What is Online Marketing?
9. What is relationship marketing?
10. What is Penetration Pricing?

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

Answer any **FIVE** questions

11. Explain the major factor in the micro environment of the marketing.
12. Explain the factor that influences the consumer behavior.
13. Explain the various stages in the product life cycle with an example.
14. Briefly comment on the various functions of a marketing channel.
15. Explain the impact of online marketing.
16. Bring out the duties and qualities of salesman.
17. What are the factors that determine price of the product?
18. Explain the advantages of the advertising

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

19. The product lifecycle shows the period of time over which customers will want to buy a product. It goes through different stages depending on the level of sales. ASOS is the UK's market leader in online fashion retailing. It has more than 22,000 product items on its website and introduces up to 1,000 new ones each week. ASOS has to be aware of the product lifecycle to ensure that the products it is offering continue to meet the needs of its customers. ASOS introduces new styles all the time because customers want the most up-to-date fashions. By understanding the product lifecycle ASOS can determine how long products are likely to continue to sell for and can plan ahead for future ranges.

Businesses can use extension strategies to prolong the lifecycle of its products. Following a trend started by Apple, mobile phone suppliers now provide apps (short for applications) to extend the possible lifecycle of its products. Apps are mini-programs which can be downloaded by the mobile phone user, often for free. Last week, Starbucks released an app which shows users their nearest outlet and the nutritional values of its drinks. U2 has also introduced an app. The U2 Mobile Album app provides the group's latest news. (The Sunday Times 27th September 2009).

By providing these additional features, more customers may be encouraged to buy the handsets that support them. Some products will have relatively short product lifecycles whereas other products may continue to sell for years. As ASOS is in the fashion industry, the lifecycles of its ranges will be limited, although there are techniques it can use extend them, for example, using its newsletter facility to remind customers about certain styles. Technology also changes rapidly and the mobile phone industry is no exception. The introduction of apps means that the same handsets will continue to sell, thereby extending the product lifecycle, but the users can personalise them with their own favourites.

PART - B

Answer any **ONE** questions

20. What is meant by segmentation? Explain the various basis of segmentation.
21. Describe the different pricing methods with example.

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

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