

B.Com. DEGREE EXAMINATION, EVEN SEMESTER 2021
III Year VI Semester
Marketing

Max.marks :25

Answer any **FIVE** questions ($5 \times 5 = 25$) Marks

1. Explain the role and importance of marketing.
2. State the different kinds of selling.
3. Discuss micro environmental forces of a firm.
4. Define market segmentation. Explain its benefits.
5. Explain the different stages of the product life cycle.
6. Enumerate the recent trends in retail marketing.
7. Explain the various rights of consumers under consumer protection act.