

B.Com.(Hons) DEGREE EXAMINATION, ODD SEMESTER 2020
II Year III Semester
MARKETING PRACTICE

Max.marks :25

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

1. Explain the major factors in the micro environment of the marketing.
2. Explain the factors that influences the consumer behavior.
3. Explain the various stages in the product life cycle with an example.
4. Briefly comment on the various functions of a marketing channel.
5. Explain the impact of online marketing.
6. Bring out the qualities of salesman.
7. What are the factors that determine price of the product?