

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

Max.marks :25

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

1. Define Marketing and Explain the functions of Marketing.
2. Briefly outline the factors affecting the marketing environment.
3. Explain the meaning and importance of CRM.
4. Bring out the recent trends in retail marketing.
5. Write a short note on 1. E-Marketing 2. Digital Marketing.
6. What is PLC? Discuss the different stages of it.
7. Discuss the rights of a consumer under Consumer Protection Act.