

**SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)**

**(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai — 600 044.**

B.Com. END SEMESTER EXAMINATIONS APRIL-2022

SEMESTER - VI

18UCOCT6A18 & UCO/CT/6A18 - Marketing

Total Duration : 3 Hrs.

Total Marks : 60

Section A

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. State the importance of marketing.
2. What are the functions of marketing?
3. State briefly the influence of the 4 MS on the internal environment.
4. Explain the various stage involved in the buying process.
5. What are the importances of CRM?
6. Explain the different stages of the product life cycle.
7. Explain the internal and external factors affecting pricing decision.
8. State the scope of E – marketing.

Section B

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Explain the classification of market with suitable examples.
10. Explain the various internal and external forces that determine the marketing environment.
11. Describe the various methods of segmenting the market with suitable diagrams.
12. Explain the various kinds of advertising.
13. What are the objects of the Central Consumer Protection Council?
