

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.(ISM) END SEMESTER EXAMINATION APRIL/NOV - 2021

SEMESTER - III

20UBICT3006 - Marketing Management

<b>Total Duration : 3 Hrs</b>		<b>Total Marks : 75</b>	
MCQ	: 30 Mins	MCQ	: 15
Descriptive	: 2 Hrs.30 Mins	Descriptive	: 60

Section B

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

1. Explain the new concepts of marketing.
2. Describe the functions of exchange.
3. Discuss the new product development process.
4. Differentiate Skimming and Penetration Pricing.
5. Examine the factors determining Market Segmentation
6. Elucidate the process of buying.
7. Evaluate advertising through social media.
8. List out the factors determining the selection of channel of distribution.

Section C

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

9. Explain the classification of markets.
10. Discuss the factors influencing the pricing decisions.
11. Evaluate the factors determining the buyer behaviour.
12. Examine the causes for failure of Advertisement.
13. Briefly discuss the different types of Retailers.