

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
17UBICT3006 - Marketing Management

Total Duration : 3 Hrs	Total Marks : 75
MCQ : 30 Mins	MCQ : 15
Descriptive : 2 Hrs.30 Mins	Descriptive : 60

Section B

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

1. Discuss the new concepts in marketing.
2. Distinguish between selling and marketing.
3. Explain the concept of product life cycle.
4. Write a brief note on branding and brand loyalty.
5. How is a market segmented? Discuss its process.
6. Explain the AIDA model of selling.
7. Discuss the qualities of a good salesman.
8. Briefly explain the role of wholesalers and retailers in the distribution process.

Section C

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

9. Explain the significance of Storage and Warehousing.
10. Elaborate the determinants of consumer behaviour.
11. What is marketing mix? Discuss the various types of marketing mix.
12. Enumerate and discuss the types of marketing channels.
13. Sales promotion techniques are indispensable in today's world – Elucidate.