

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

SEMESTER - III

20UBHCT3011 - Marketing Practice

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|-------------------------------|-------------------------|
| 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. Describe the functions of Marketing.
2. Describe the Market Segmentation with bases for segmenting.
3. Sketch the factors influencing Consumer Buying Behaviour.
4. Show the classification of products.
5. What are the various stages in New Product Development?
6. Explain the different kinds of advertising media.
7. Illustrate the duties & qualities of a salesman.
8. Write short notes on (i) Social Marketing (ii) Green Marketing (iii) Viral Marketing.

Section C

Part A

Answer any **TWO** questions ($2 \times 10 = 20$ Marks)

9. Evaluate the role and importance of marketing.
10. Assess the Consumer Buying Decision process.
11. Justify your reason for digital marketing or personal selling.
12. Describe the different types of distribution channels.

Part B

Compulsory question ($1 \times 10 = 10$ Marks)

13. Discuss the major pricing methods and relate with practical examples.