

**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.(CS) END SEMESTER EXAMINATIONS APRIL-2022**

**SEMESTER - VI**

**18UBCCT6A18 & UBC/CT/6A18 - Marketing**

**Total Duration : 3 Hrs.**

**Total Marks : 60**

**Section A**

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

1. Differentiate between Marketing and Selling.
2. Highlight the importance and scope of Marketing.
3. List the classification of Markets.
4. What are the necessary skills for a Marketing Manager?
5. List the important factors that influence the Internal Environment of the Organization.
6. Explain CRM.
7. Summarize the various stages of the Product Life cycle.
8. List the Rights of Consumers as per Consumer Protection Act.

**Section B**

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

9. "Consumer is King." Comment on the statement in the light of Marketing Concept.
10. What is a Marketing Environment? Explain the internal and external environment.
11. What are the various kinds of Segmentation?
12. "Marketing begins before the Production of goods and continues even after the sale has been made." Elaborate.
13. Explain the recent trends in Marketing in detail.

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