

**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 NOVEMBER - 2022**

**SEMESTER - VI**

**18UCOCT6A18 - Marketing**

**Total Duration : 2 Hrs 30 Mins.**

**Total Marks : 60**

**Section A**

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

1. Define Marketing. Explain its objectives.
2. List out the advantages of advertising.
3. Distinguish between market and marketing.
4. Explain the types of consumer behavior.
5. What do you mean by CRM? And explain its features.
6. Describe the functions of marketing.
7. Explain about the buying motives of the consumer.
8. What do you mean by online marketing and explain its benefits.

**Section B**

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

9. Distinguish between Micro and Macro environment.
10. Explain the role and importance of Marketing.
11. Examine the recent trends in marketing.
12. Classify the methods of pricing policies.
13. Examine the concept of market segmentation.

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