

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 APRIL-2023

SEMESTER - VI

**20UCOCT6017 - Marketing**

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

### **Section B**

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

1. Discuss the importance of Marketing.
2. Elucidate the functions of Marketing.
3. Predict the Micro Environment.
4. Explain the factors affecting buying motives.
5. What are the concepts of Market Segmentation?
6. Explain Market regulations.
7. Describe the Product Mix.
8. Justify the Consumer Protection Act.

### **Section C**

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

9. Explain the classification of Markets.
10. Classify the Marketing Environment.
11. Explain the CRM in detail.
12. Prepare the Product Life Cycle.
13. Evaluate the Digital Marketing & Social Media Marketing.

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