

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.

M.A. END SEMESTER EXAMINATIONS NOVEMBER - 2022

SEMESTER - I

22PECET1001 - Marketing Concepts

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

Section A

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

1. Explain the various features of marketing Environment.
2. List out the various advantages of Market Segmentation.
3. Give an account of Packaging .
4. Write a note on Branding.
5. Enumerate the several importance of Marketing Research.
6. Explain the various Price Determination Process in Marketing.
7. Bring out the various Characteristics of E-Marketing.
8. What are the various factors determining Marketing Environment?

Section B

Part A

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

9. Discuss the different Types of Marketing Environment.
10. Enumerate the various Market Selection Process.
11. Analyse the Primary and Secondary Data Collection Process in Marketing Research.
12. Critically examine the various kinds of Pricing.

Part B

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

13. Trace out the various advantages and Disadvantages of E-Marketing.
