

**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.(ISM) END SEMESTER EXAMINATIONS NOVEMBER-2022

SEMESTER - III

20UBICT3006 - Marketing Management

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

Section A

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

1. Describe the importance of Marketing.
2. Explain the advantages of Market Segmentation.
3. Classify the merits and demerits of outdoor Advertising.
4. Interpret various functions of channels of distribution.
5. Show various factors to be considered for a product development.
6. Apply the factors determining buyer behaviour.
7. Explain the effectiveness of Advertising.
8. Differentiate hire purchase price and instalment price.

Section B

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

9. Explain the marketing functions & new concepts.
10. Prepare the stages of product life cycle with example.
11. Examine the Factors involved in buying decision making.
12. Classify the advantages and limitations of sales promotion.
13. Examine the role of middlemen in modern business. Should these be eliminated?

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