

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

SEMESTER - III

20UBHCT3011 - Marketing Practice

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

Section A

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

1. What are the importance of marketing to a society?
2. Explain the evolution and development of marketing.
3. Describe the bases for market segmentation.
4. Discuss the elements of marketing mix.
5. Explain the concept of product life-cycle.
6. Discuss the factors considered in the selection of media for advertising.
7. What are the essential qualities of a salesman?
8. List the Advantages of word-of-mouth marketing.

Section B

Part A

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

9. Discuss the various classification of Markets.
10. Describe the factors influencing consumer buying behaviour.
11. Classify the various channels used to distribute consumer goods.
12. Examine the recent trends in digital marketing with suitable examples.

Part B

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

13. Discuss the various methods of pricing.

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