

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 -2023

SEMESTER - III

20UBICT3006 - Marketing Management

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

Section B

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

1. Explain the classification of Market.
2. Interpret the functions of Marketing.
3. List out the Product Mix.
4. Describe the factors influencing Pricing decisions.
5. Interpret the factors determining Buyer Behavior.
6. Explain the objectives of Promotion.
7. Classify the kinds of Advertising.
8. Determine the various kinds of Marketing channels.

Section C

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

9. Interpret the difference between Marketing and Selling.
10. Prepare 'Product Life Cycle'.
11. Classify the methods of Segmentation.
12. Explain the AIDA Concept.
13. Enumerate the different types of Wholesalers.
