

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.(Hons) - END SEMESTER EXAMINATIONS NOVEMBER - 2023

SEMESTER - III

**20UBHCT3011 - Marketing Practice**

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

### **Section B**

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

1. Describe the importance of marketing.
2. Explain the bases of market segmentation.
3. Predict some of the bases of Pricing Policies.
4. Illustrate the various stages in product life cycle.
5. Discuss the objectives of personal selling.
6. Classify the various kinds of Advertising.
7. Explain the Relationship Marketing.
8. Expose the role of social media in Marketing.

### **Section C**

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

9. Explain the classification of market with suitable examples.
10. What are the factors influencing consumer buying behaviour? Explain.
11. Examine the various methods of pricing.
12. Ascertain the advantages and disadvantages of sales promotion.

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

13. Explore the latest trends in marketing development in India.

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