

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. END SEMESTER EXAMINATIONS APRIL -2024

SEMESTER - VI

20UCOCT6017 - Marketing

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

Section B

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

1. Define the term Market. Organise the different classification of market.
2. Describe the role and importance of marketing.
3. Explain the importance of market segmentation.
4. Write a note on Product Life Cycle [PLC]. Develop the different stages of product life cycle.
5. Elaborate on the Consumer Buying Decision Process.
6. Compare Advertising and Sales Promotion with suitable examples.
7. Explain in brief the different channels of distribution.
8. Expound on the advantages of E-marketing.

Section C

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

9. Define the term Marketing. Demonstrate the functions of marketing.
10. Illustrate the basis of market segmentation.
11. What is Customer Relationship Management? Determine the importance and four elements of CRM.
12. Categorize the various pricing methods adopted in current marketing promotions.
13. What is Social Media Marketing? Elaborate its important role and how it differs from Digital Marketing.
