

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.CS - END SEMESTER EXAMINATIONS APRIL - 2024

SEMESTER - VI

21UBCCT6018 - 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 Marketing. Discuss the various functions in marketing.
2. What is market? Describe its classifications.
3. Write a short note on
 - a) Micro Environment
 - b) Macro Environment
4. Converse the different types of market segmentation and state its importance.
5. Confer the benefits of market segmentation in the current marketing scenario.
6. Discuss the importance of marketing mix and state its four types.
7. Debate the stages of a New Product Development.
8. "Advertisement is a Waste" – Argue the statement.

Section C

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

9. "Marketing starts and ends with the consumer" – Elucidate the statement with its significant role and importance.
10. Classify the importance role played by the Internal and External Environment.
11. "Market segmentation is the practice of dividing your target market into approachable groups" – Explain the statement with an example.
12. "Pricing is a process of fixing the value that a manufacturer will receive in the exchange of services and goods" - Enlighten the different kinds of pricing.
13. Differentiate between Personal Selling and Salesmanship. Also elucidate the qualities of a good salesman.
