

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. A&F - END SEMESTER EXAMINATIONS APRIL - 2024

SEMESTER - II

23UAFCT2004 - Principles of Marketing

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

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

1. What are the functions of marketing?
2. Write down the criterion for market segmentation.
3. Describe the process of consumer buying decision.
4. What is marketing mix?
5. Why MIS is importance in marketing?
6. Write short note on NICHE market.
7. Outline the post purchase behaviour of customers.
8. Discuss the stages in Product Life Cycle.

Section C

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

9. Explain the role and importance of marketing.
10. Elucidate the various types of market segmentation.
11. Critically evaluate the Freud's theory of motivation.
12. Explain the various kinds of pricing.
13. What are the advantages and dis-advantages of e-marketing?
