

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 - NOV'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. Explain the features of modern marketing.
2. Explain the various factors determining market segmentation.
3. Describe the impact of CRM on customer loyalty and retention.
4. Describe the Psychological factors that influence consumer buying behaviour.
5. Explain the functions of marketing.
6. Describe the steps in a marketing research plan.
7. List and describe the stages of the product life cycle.
8. Discuss the factors influencing the pricing decisions.

Section C

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

9. Discuss mobile marketing and its opportunities and challenges in Mobile marketing.
10. Describe the different types of market segmentation.
11. How does Freud's theory help in understanding the difference between conscious and unconscious needs of consumers?
12. Describe the stages in the adoption process for new products.
13. Discuss the different strategies used in global competition.
