

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. Honours - END SEMESTER EXAMINATIONS - NOV'2024

SEMESTER - III

23UBHCT3011 - 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 objectives and Importance of Marketing.
2. Describe pricing policies and its types.
3. What is Advertising? Prepare its objectives and relate the problems of advertising.
4. Explain E – Tailing, Viral Marketing, Guerrilla Marketing and Niche Marketing.
5. Interpret the relationship between Segmentation, Targeting and Positioning.
6. Classify the kinds of pricing.
7. What is Personal Selling? Show the various functions of Personal Selling & Solve the criticism against salesmanship.
8. Is Market regulation necessary in India? Recommend its administrative structure.

Section C

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

9. Explain in detail the classification of Markets.
10. What is market segmentation? Relate how the firms use this concept.
11. Ascertain the various stages of Product Life Cycle.
12. Recommend various channels of distribution for consumer goods & Industrial goods, also compare consumer goods & Industrial goods.

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

13. What is CRM? Determine the challenges in CRM and associate the Indian companies adopting CRM.
