

**N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI
END-OF-SEMESTER EXAMINATIONS : MAY – 2023**

B.Com. (S.F)

MAXIMUM MARKS: 70

IV SEMESTER

TIME : 3 HOURS

PART - III

MODERN MARKETING

SECTION – A (10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

MULTIPLE CHOICE QUESTIONS.

(K1)

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.

(K2)

6. Explain the term market.
7. Indicate the meaning of idea generation.
8. Define channel of distribution.
9. Illustrate the term buying motive.
10. Interpret a note on relationship marketing.

SECTION – B**(5 x 4 = 20 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS**

11. a) Describe the objectives of marketing.
(OR)

b) Examine the factors influencing marketing concept.

12. a) List the steps in new product development process.
(OR)

b) Describe the classification of pricing.

13. a) Interpret the basic characteristics of the wholesaler.
(OR)

b) List the difference between advertising and salesmanship.

14. a) Assess the bases for consumer market segmentation.
(OR)

b) Describe the various kinds of brands.

15. a) Show the importance of green marketing.
(OR)

b) Examine the characteristics of online marketing.

SECTION – C**ANSWER ANY FOUR OUT OF SIX QUESTIONS****(4 x 10=40 MARKS)****(16th QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS)**

16. Determine the various functions of marketing.

17. Point out the differences between selling and marketing.

18. Experiment with the product life cycle process.

19. Discuss the classifications of advertising media.

20. Justify the factors influencing consumer buying behavior models.

21. Give your opinion about the challenges of rural marketing.
