

**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)**

- The word ‘Market’ is derived from the Latin word \_\_\_\_\_.
  - Marcutus
  - Marcotus
  - Marcatus
  - Marcetus
- Monopoly price will \_\_\_\_\_ the profits.
  - Minimise
  - Maximise
  - Moderate
  - None
- Salesman educates and guides the \_\_\_\_\_.
  - Retailers
  - Producers
  - Wholesalers
  - Consumers
- \_\_\_\_\_ is just the first step in a three-phase marketing strategy.
  - Market segmentation
  - Market strategy
  - Market identification
  - Market selection
- The term ‘test marketing’ is also sometimes called \_\_\_\_\_.
  - Product testing
  - Quality testing
  - Brand testing
  - Field testing

**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 advertizing 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)**

**(16<sup>th</sup> 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 advertizing media.
20. Justify the factors influencing consumer buying behavior models.
21. Give your opinion about the challenges of rural marketing.

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