

(FOR THE CANDIDATES ADMITTED

SUBJECT CODE

23 UC05E1

DURING THE ACADEMIC YEAR 2023-24 ONLY)

REG.NO.:

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI

END-OF-SEMESTER EXAMINATIONS : NOVEMBER – 2025

B.Com. (Aided & S.F)

MAXIMUM MARKS: 75

SEMESTER : V

TIME : 3 HOURS

PART – III

MODERN MARKETING

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

(K1)

1. Tele Marketing starts with ?
a) Production b) Planning c) Identification of consumer needs d) Advertising
2. Which is otherwise called as A group of related products marketed under a single brand name?
a) Product line b) Product mix c) Brand extension d) Line extension
3. Which of the following is a key element of physical distribution?
a) Product packaging b) Customer relationship c) Inventory management d) Branding
4. Re-call a direct channel of distribution?
a) Manufacturer → Wholesaler → Retailer → Consumer b) Manufacturer → Consumer
c) Manufacturer → Agent → Consumer d) Manufacturer → Retailer → Consumer
5. Which one is refers to Green Marketing?
a) Selling vegetables b) Marketing environmentally safe products
c) Offering discounts d) Marketing in rural areas

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.

K2

6. What is marketing?
7. Define pricing.
8. What is physical distribution?
9. Who is a consumer?
10. What is digital marketing?

(CONTD 2)

SECTION – B**(5 X 5 = 25 MARKS)**

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.
(K3)

11. a) State the objectives of marketing
(OR)
b) Explain the role of marketing in economic development.
12. a) Interpret the essential features of a product
(OR)
b) Discover the factors affecting pricing decisions.
13. a) Differentiate between the wholesaler and retailer.
(OR)
b) List the elements of promotion mix.
14. a) Examine the factors influencing the buying behaviour
(OR)
b) Explain the various qualitative and quantitative objectives of personal selling.
15. a) Interpret the concept of Blue Ocean Strategy
(OR)
b) Describe the characteristics of rural marketing

SECTION – C (5 X 8 = 40 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.
(K4 (Or) K5)

16. a) Analyse the various types of markets with suitable example
(OR)
b) Explain in detail the various functions of marketing
17. a) Outline the process of new product planning and development in detail.
(OR)
b) Point out the different kinds of pricing strategies
18. a) Describe the advantages and disadvantages of channels of distribution
(OR)
b) Examine the importance and challenges of personal selling
19. a) Discuss the different types of consumer behaviour
(OR)
b) Interpret the need and methods of market segmentation
20. a) Summarize the concepts of frugal marketing and grassroots marketing.
(OR)
b) Describe the scope and tools of online marketing with examples.