

(FOR THE CANDIDATES ADMITTED

SUBJECT CODE

24 UEC 307

DURING THE ACADEMIC YEAR 2024-25 ONLY)

REG.NO.

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

END-OF-SEMESTER EXAMINATIONS : NOVEMBER – 2025

B.Com.-E.COMMERCE

MAXIMUM MARKS: 75

III SEMESTER

TIME : 3 HOURS

PART – III

MODERN MARKETING

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

(K1)

1. The modern marketing concept is based on -----
 - a) Production
 - b) Product
 - c) Consumer satisfaction
 - d) Profit maximization
2. Product Life Cycle ends with -----
 - a) Growth stage
 - b) Maturity stage
 - c) Decline stage
 - d) Introduction stage
3. Skimming pricing strategy is generally used for -----
 - a) New products with high novelty
 - b) Commodity goods
 - c) Perishable goods
 - d) Low-demand products
4. Direct marketing includes -----
 - a) Door-to-door
 - b) Email marketing
 - c) Tele-calling
 - d) All the above
5. One of the consumer rights is -----
 - a) Right to seek redressal
 - b) Right to store
 - c) Right to advertise
 - d) Right to return the goods

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.

(K2)

6. Define marketing.
7. What is a brand name?
8. Write any two objectives of pricing.
9. Define personal selling.
10. List the consumer rights.

SECTION – B

(5 X 5 = 25 MARKS)

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

(K3)

11. a) Outline the objectives of marketing.

(OR)

- b) Write the scope and significance of global marketing.

(CONTD 2)

12. a) Describe the product mix with suitable example.

(OR)

- b) Summarize the advantages of packaging.

13. a) Indicate the various factors affecting price determination.

(OR)

- b) Explain the benefits of market segmentation.

14. a) Write the importance of sales promotion in marketing.

(OR)

- b) Classify the advertising media.

15. a) Indicate the rights of consumers under the Consumer Protection Act.

(OR)

- b) Explain the merits of E- Advertising.

SECTION – C

(5 X 8 = 40 MARKS)

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

(K4 (Or) K5)

16. a) Describe the modern marketing concepts.

(OR)

- b) Explain the functions of marketing.

17. a) Illustrate the stages of product life cycle.

(OR)

- b) Elucidate the advantages of trademarks to manufacturers and consumers.

18. a) Draw a chart and explain the types of pricing policies.

(OR)

- b) Analyse the bases and criteria of market segmentation.

19. a) Enumerate the objectives and significance of advertising.

(OR)

- b) Discuss the role and types of distribution channels.

20. a) Analyse the different types of exploitations.

(OR)

- b) Compare the traditional and e-marketing.