

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

END-OF-SEMESTER EXAMINATIONS : DECEMBER – 2022

B.Com-E-Commerce

MAXIMUM MARKS: 70

SEMESTER: III

TIME : 3 HOURS

**PART - III**  
**MODERN MARKETING**  
**SECTION - A**

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

MULTIPLE CHOICE QUESTIONS.

(K1)

1. Marketing is a process which aims at -----.
  - (a) Satisfaction of customer needs
  - (b) Selling products
  - (c) Production
  - (d) Profit making.
2. What does the term PLC stand for?
  - (a) Product life cycle
  - (b) Production life cycle
  - (c) Product long cycle
  - (d) Production long cycle
3. Which of the following pricing strategies is NOT ideal for new products?
  - (a) Market-Skimming
  - (b) Discriminatory Pricing
  - (c) Promotional Pricing
  - (d) None of these
5. What is advertising?
  - (a) publicity
  - (b) sales promotion
  - (c) paid information
  - (d) all the above
6. The consumer has the right to get compensation against unfair trade practices under right to.....
  - (a) Right to choose
  - (b) Right to seek redressal
  - (c) Right to safety
  - (d) Right to safety

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. Define Marketing.
7. Explain Product Mix
8. Define Market segmentation.
9. Indicate the meaning of direct marketing.
10. Explain the meaning of consumerism.

**SECTION – B** **(5 X 4 = 20 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.**  
**(K3)**

11. a) List the importance of marketing.

**(OR)**

b) Show the career opportunities in marketing.

12. a) Examine the various types of packaging.

**(OR)**

b) Compare brand name and trade mark.

13. a) Describe the factors affecting price determination.

**(OR)**

b) Assess the benefits of market segmentation.

14. a) List the different types of marketing channels.

**(OR)**

b) Discover the working of multi-level marketing.

15. a) Describe the various types of exploitation of consumers.

**(OR)**

b) Find the differences between traditional marketing and e-marketing.

**SECTION - C****(4 X 10 = 40 MARKS)****ANSWER ANY FOUR OUT OF SIX QUESTIONS****(16<sup>th</sup> QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS  
(FROM Qn. No : 17 to 21)****(K4 (Or) K5)**

16. Discuss the various stages involved in product life cycle.

17. Outline the various functions of marketing.

18. Summarize the advantages of packaging.

19. Determine the various methods of pricing.

20. Interpret the functions of advertising.

21. Point out the various consumer courts in detail..