

NGM COLLEGE (AUTONOMOUS) POLLACHI

END-OF-SEMESTER EXAMINATIONS: DECEMBER- 2022

B.Com – International Business

MAXIMUM MARKS: 50

I SEMESTER

TIME: 3 HOURS

PART - III

MODERN MARKETING

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

(K1)

1. Who suggested product, pricing, place, promotion all these in a company represents “Market Mix”?
a. Neil Borden b. Neilsen c. Philip Kotler d. Stephen Morse

2. The process of setting a low initial price for attracting a large number of buyers quickly to cover a large market share is known as _____
a. Going-rate pricing b. Market penetration pricing
c. Value based pricing d. Skimming pricing

3. Importance of channels of distribution of consumer goods, types of channels of distribution _____
a. network channel b. marketing channel
c. operational channel d. supply channel

4. In promotion mix, the three main promotional objectives are: _____
a. inform the market, increase demand and increase the offer
b. reduce the price, increase the supply, differentiate a product
c. inform the market increase demand and differentiate a product
d. none of the above

5. Market segmentation is useful for _____
a. prospects identification b. to know the customers taste and preference
c. to target current clients d. all of the above.

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. Define marketing management.
7. Indicate any two objectives of pricing.
8. Restate the meaning of logistics.
9. Define promotion.
10. What is meant by market segmentation?

(CONT'D....2)

SECTION – B (5 X 3 = 15 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.
(Qn. No. 11 to 15 Questions for Short Answers with internal choices) (K3)

11. a) Examine the factors determining marketing mix.
(OR)
b) Compare Branding and Labeling.
12. a) Interpret the concept of pricing and its objectives.
(OR)
b) Describe the pricing policies.
13. a) Examine marketing logistics task.
(OR)
b) Show the importance of channels of distribution of consumer goods.
14. a) Describe the importance of promotion.
(OR)
b) Sketch the concept of promotion mix.
15. a) List the importance of market segmentation.
(OR)
b) Assess the concept of Market Positioning.

SECTION – C (5 X 5 = 25 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.
(Qn. No. 16 to 20 Questions for Long Answers with internal choices) (K4 (Or) K5)

16. a) Analyze the product planning and new product development.
(OR)
b) Outline the requisites of good packaging.
17. a) Point out the factors affecting price of a product.
(OR)
b) Outline the types of Pricing Decisions.
18. a) Determine the types of channel of distribution.
(OR)
b) Examine the importance of logistics.
19. a) Discuss the different types of promotion.
(OR)
b) Interpret the emerging trends in marketing.
20. a) Compare Product Differentiation Vs Market Segmentation.
(OR)
b) Summarize contemporary issues in marketing.