

(FOR THE CANDIDATES ADMITTED

SUBJECT CODE **21UPA308**

DURING THE ACADEMIC YEAR 2021-24 ONLY)

REG.NO. :

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

END-OF-SEMESTER EXAMINATIONS : DECEMBER - 2022

B.Com. PA

MAXIMUM MARKS: 70

III SEMESTER

TIME : 3 HOURS

PART - III

MODERN MARKETING

SECTION - A (10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

MULTIPLE CHOICE QUESTIONS.

(K1)

1. The term Marketing refers to.....
 - A. New product concepts and improvements
 - B. Advertising and promotion activities
 - C. A philosophy that stresses customer value and satisfaction
 - D. Planning sales campaigns
2. Marketing channel that involves no intermediaries to made their products available to final buyers is classified as.....
 - A. Direct channel
 - B. Indirect channel
 - C. Static channel
 - D. Flexible channel
3. E- marketing is a part of _____.
 - A. E-commerce
 - B. E-cash
 - C. E-Payment
 - D. E-mail
4. A consumer contest is an example of _____. Personal selling
 - A. Personal selling
 - B. Sales promotion
 - C. Advertising
 - D. Indirect selling
5. “Buy it now” refers to which one of the following options?
 - A. Personal selling
 - B. Advertising
 - C. Sales promotion
 - D. Publicity

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES**(K2)**

6. What is packaging?
7. Give an example for Zero Level Channels.
8. What are the functions of physical supply?
9. What is product?
10. What is a Trademark?

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

11. a) Distinction between Selling and Marketing.
(OR)
b) Write the objectives of Marketing.
12. a) Explain the classification of Product.
(OR)
b) List out the methods of Selling Price..
13. a) Distinction between Wholesaler and Retailer.
(OR)
b) List out the types of Sales Promotion.
14. a) What are the factors influencing buyer behaviour?
(OR)
b) List out the methods of Market Segmentation?
15. a) What is Green Marketing? Describe the Features of Green Marketing.
(OR)
b) What is Tele Marketing? Describe the features of Tele-Marketing.

SECTION - C**(4 X 10 = 40 MARKS)****ANSWER ANY FOUR OUT OF SIX QUESTIONS****(16th QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS****(K4 (Or) K5)**

16. What is Personal Selling? State the essentials of successful Personal Selling.
17. Explain the Functions of Marketing.
18. Elaborate in detail about Product Life Cycle.
19. Elaborate the types of Channel of Distribution.
20. Explain the advantages and disadvantages of Branding.
21. Briefly explain the merits and demerits of online marketing.
