

(6 pages)

Reg. No. :

Code No. : 32090 E Sub. Code : CACO 21

B.Com. (CBCS) DEGREE EXAMINATION, APRIL 2023

Second Semester

Commerce — Allied

MARKETING

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The term "Marketing" refers to ———
 - (a) Promotion of the product
 - (b) Focusing on sales and profit
 - (c) Strategizing and implementing the organization process
 - (d) Set of activities to deliver customer value and satisfaction

2. ——— is the father of modern marketing.

- (a) Philip Kotler
- (b) Peter F Drucker
- (c) Abraham Maslow
- (d) Raymond Kroc

3. Elements of marketing mix i.e., product, price, promotion and place are

- (a) Controllable (b) Un-controllable
- (c) Dynamic (d) None of the above

4. In demographic segmentation ——— is not considered.

- (a) Age (b) Income
- (c) Interests (d) Gender

5. ——— is the last step in product development process.

- (a) Creation of new product ideas
- (b) Product commercialisation
- (c) New product development
- (d) None of these

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6. A firm is using _____ when it charges a high, premium price for a new product with the intention of reducing the price in the futures.
(a) Price skimming (b) Trial pricing
(c) Value pricing (d) Prestige pricing
7. _____ is the method of direct distribution system.
(a) Door to door selling
(b) Mail order retailing
(c) Vending machine
(d) All these
8. Online marketing is otherwise called as _____.
(a) Digital marketing
(b) Print marketing
(c) Content marketing
(d) None of these
9. _____ is not a characteristic of international marketing.
(a) It is a sub-part of marketing
(b) It is a multi-national process
(c) It is concerned with home nation
(d) It is a part of overall business activity

10. _____ are goods and services produced in the home country for sale to other markets?
(a) Imports (b) Exports
(c) Both (a) and (b) (d) None of the above

PART B — (5 × 5 = 25 marks)

Answer ALL questions choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Explain the role of marketing in economic development.

Or

- (b) Clarify the nature of marketing.

12. (a) Brief about the benefits of segmentation.

Or

- (b) What is target marketing? Bring out the objectives of target marketing.

13. (a) Explain the new product development process.

Or

- (b) Briefly explain the various objectives of pricing.



14. (a) Explain the need for service marketing.

Or

- (b) Write a short note on tele-marketing.

15. (a) Explain the need of international marketing.

Or

- (b) Enumerate the policies related to imports in India.

PART C — (5 × 8 = 40 marks)

Answer ALL questions choosing either (a) or (b).
Each answer should not exceed 600 words.

16. (a) Discuss the economic environment that affects modern market.

Or

- (b) Distinguish between micro and macro marketing.

17. (a) Explain the various basis of market segmentation.

Or

- (b) Explain the four P's of marketing with examples.

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18. (a) Describe the different stages of product life cycle.

Or

- (b) Explain the factors influencing pricing decision.

19. (a) Explain the various types of distribution channel.

Or

- (b) Describe the strategy of marketing the consumer goods.

20. (a) Elaborate the scope of export with global competition.

Or

- (b) Explain the recent challenges in export and import in India.

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