

(6 pages)

Reg. No. :

Code No. : 12059 E Sub. Code : CACO 21

B.Com. (CBCS) DEGREE EXAMINATION,
APRIL 2025.

Second Semester

Commerce

Allied – MARKETING

(For those who joined in July 2021 & 2022 only)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The term “marketing” refer to _____.
 - (a) New product development
 - (b) Advertising and other promotional activities
 - (c) Achieving sales and profit targets
 - (d) Creating customer value and satisfaction

2. The major objective of any marketing activity is to _____.
 - (a) Sell
 - (b) Promote
 - (c) Create
 - (d) Increases awareness
3. _____ marketing mix is related to transportation, warehousing and storage.
 - (a) Place
 - (b) Price
 - (c) Product
 - (d) Promotion
4. Demographic segmentation means _____.
 - (a) Geographic locations
 - (b) Description of people and their place in society
 - (c) People living in diversified area
 - (d) Location of target customers
5. At _____ stage of the product life cycle, the sales will slowdown and profits level also decline.
 - (a) Introduction
 - (b) Growth
 - (c) Maturity
 - (d) Decline

6. _____ is the centre of all marketing activities.
- (a) Finance (b) Product
(c) Customer (d) None of these
7. _____ channel makes the products available to end users without intermediaries.
- (a) Indirect channel (b) Direct channel
(c) Dynamic channel (d) Flexible channel
8. Digital marketing is otherwise called as _____.
- (a) Online marketing
(b) Internet marketing
(c) Web marketing
(d) All the above
9. International promotion helps in _____.
- (a) Expanding market
(b) Diversifying product line
(c) Earning more profit
(d) All of the above

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 characteristics of marketing.
Or
(b) Write short note on macro marketing.
12. (a) Brief about the importance of marketing mix.
Or
(b) Explain the various ways of segmenting consumer needs.
13. (a) State the importance of diversification of product.
Or
(b) Briefly explain the planning strategies of a product.

14. (a) Describe the functions of marketing channels.

Or

- (b) Enumerate the significance of tele marketing.

15. (a) Write a short note on prohibited imports.

Or

- (b) What do you understand by Export marketing?

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 major functions of marketing.

Or

- (b) Define market. Explain the different classifications of markets.

17. (a) Explain the advantages and challenges faced in Market Segmentation.

Or

- (b) Discuss about the types of Market positioning.

18. (a) Enumerate the stages of Product Life Cycle.

Or

- (b) What are the basic pricing policies? Critically evaluate the major factors that should be considered in developing a price policy.

19. (a) Explain the functions and services provided by wholesalers.

Or

- (b) Explain the recent developments in marketing.

20. (a) Elaborate the objectives and policies related to international marketing.

Or

- (b) Describe the current strategies prevailing in import scenario in India.