



MODEL QUESTION COURSE

B.Com DEGREE EXAMINATION
SEMESTER: III
GENERAL
Course 3C: Marketing

Time: 3Hrs.

Max. Marks: 75

Section-A

Answer any **FIVE** of the following questions.

5X5=25M

1. Marketing Management
2. Consumer Behaviour
3. Product Mix
4. Penetration Pricing
5. Personal Selling
6. Branding
7. Advertising
8. Labelling

Section- B

Answer **FIVE** questions.

5X10=50M

9. a) Critically evaluate the trends in marketing practices in the present global environment.
(OR)
b) Explain the Marketing Environment factors for the Cosmetic Industry.
10. a) What are the advantages and limitations of market segmentation?
(OR)
b) What factors influencing consumer behaviour?
11. a) Explain the stages of Product Life Cycle and strategies to adapt at every stage.
(OR)
b) Explain various methods of pricing of a new product. .
12. a) What factors influencing price?
(OR)
b) Briefly explain the pricing strategies.
13. a) What are the Problems faced by E-Business People?
(OR)
b) What do you mean by On –Line Marketing? And also discuss the advantages of On – Line Marketing.