

CLASS: B.Com.

15A/87

St. JOSEPH'S COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 620 002

SEMESTER EXAMINATIONS – APRIL 2015

TIME: 2 Hrs. 20 Min.

MAXIMUM MARKS: 70

SEM	SET	PAPER CODE	TITLE OF THE PAPER
II	2014	14UCO230402	MARKETING

SECTION – B

Answer all the questions:

5 x 5 = 25

31. a. What are the 7ps of Marketing Mix?

OR

b. Explain the various level of Market segmentation.

32. a. Discuss the stages involved in Product Life Cycle.

OR

b. Define Branding. State the advantages of Branding a product.

33. a. What are the objectives of pricing?

OR

b. Examine the factors influencing on pricing.

34. a. Explain the need of promotion.

OR

b. List out the kinds of media in advertisement.

35. a. Define wholesalers. List out the characteristics of wholesalers.

OR

b. Discuss the importance of Customer Relationship Management.

SECTION – C

Answer any THREE questions:

3 x 15 = 45

36. Enumerate the functions of Marketing.
37. Elaborate the stages involved in new product development.
38. Describe the various types of pricing.
39. Examine the merits and demerits of personal selling.
40. Define online marketing. What are the pros and cons of online marketing?
