34336

Reg. No. ☐☐☐☐☐☐☐☐

III Semester B.Com. (Hons.) Degree Examination, March/April - 2021

COMMERCE

Marketing Environment

(CBCS Fresh Scheme)

Paper : 3.6

Time : 3 Hours   **Maximum Marks : 70**

Instructions to Candidates:

Answers should be written in english only.

SECTION - A

1. Answer any **five** sub-questions. Each sub-question carries **2** marks.   (5×2=10)

    a) Define the term relationship marketing.

    b) What is meant by e-marketing?

    c) What is macro environment?

    d) What does PLC stand for?

    e) Give any two advantages of Mobile Marketing?

    f) What is services blue printing?

    g) Family size, education level, caste and religion are the elements of the following.

        a. Economic envrionment

        b. Demographic environment

        c. Natural environment.

        d. Political environment.

SECTION - B

Answer any **three** of the following questions. Each question carries **5** marks.   (3×5=15)

2. Explain briefly the requisites of sound market segmentation.

3. Comment on the evolution of Indian service sector.

4. What are the basic approaches used to describe marketing?

5. Explain how personal factors influence consumer behaviour.

[P.T.O.

SECTION - C

Answer any **Three** of the following questions. Each question carries **15 marks.(3×15=45)**

6. Explain in detail various functions of marketing.

7. What is pricing policy? What are the varioius types of pricing?

8. Discuss the importance of promotion.

9. Discuss the advantages and disadvantages of digital marketing.

_____