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**DHANALAKSHMI SRINIVASAN COLLEGE
OF ARTS & SCIENCE FOR WOMEN
(AUTONOMOUS)**

(For Candidates admitted from 2020-2021 onwards)



UG DEGREE EXAMINATIONS APRIL - 2021

**B.COM - COMMERCE
MODERN MARKETING**

Time: 3 Hrs

Max.Marks: 75

PART - A

CHOOSE THE CORRECT ANSWER

(10X1=10)

1. Modern marketing is _____.
 - a) Price oriented
 - b) Product oriented
 - c) Consumer oriented
 - d) Profit oriented
2. Market segmentation is _____.
 - a) Dividing
 - b) targeting
 - c) positioning
 - d) differentiation
3. Price and competition is increasingly serves in _____.
 - a) Decline stage.
 - b) Growth stage.
 - c) Maturity stage.
 - d) Introduction stage
4. The most important packaging criterion is _____.
 - a) Promotional.
 - b) Attractive.
 - c) Functional.
 - d) All the above.
5. Fixing a high price for a new product will be called as _____.
 - a) Price skimming
 - b) Price segmentation.
 - c) Dual pricing
 - d) customary pricing.
6. Price means exchange of value of a product or service in terms of _____.
 - a) Money
 - b) value
 - c) money and value.
 - d) Only money
7. What is the primary function of an advertisement?
 - a) To create awareness.
 - b) To furnish information.
 - c) To increase sales.
 - d) To encourage salesmen to lend a moral support.
8. The object of sales promotion is to increase the buying response of ultimate _____.
 - a) Wholesaler
 - b) Consumers.
 - c) Retailers.
 - d) Manufacturers.
9. The limitation of e-marketing is _____.
 - a) instant cash payment
 - b) the inability to touch and feel.
 - c) Touch and feel.
 - d) Immediate delivery.

10. Consumer protection was enacted on _____

a) 1975

b) 2003

c) 1986

d) 2010

PART - B

ANSWER ALL THE QUESTIONS

(5X7=35)

11. a) Define market and what are the features of marketing?

(OR)

b) Explain the benefits of market segmentation.

12. a) What is meant by product life cycle? Explain its concepts with example?

(OR)

b) Define brand? What are the characteristics of a good brand?

13. a) State the factors that influence the pricing decisions.

(OR)

b) Write Short notes on:

(i) Skimming Pricing

(ii) Penetration pricing.

14. a) Define Sales promotion? State the importance of sales promotion.

(OR)

b) Write a note on Multi - level marketing.

15. a) How to protect the consumers?

(OR)

b) Explain the impact of internet technologies on marketing goods and services?

PART - C

ANSWER ANY THREE QUESTIONS

(3X10=30)

16. Explain the functions of modern marketing.

17. Explain the factors that determine the channel of distribution.

18. Discuss the different methods of pricing.

19. Discuss the important advertising media with their merits.

20. Briefly state the consumer redressal forum under the Consumer Protection Act, 1986.