

**D.K.M. COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1**  
**SEMESTER EXAMINATIONS**  
**APRIL – 2018**  
**MARKETING AND ADVERTISING**

**15CPS4B**

**Time : 3 Hrs**

**Max. Marks : 75**

**SECTION-A (10 x 2 = 20)**

**Answer ALL the questions.**

1. What is demographic environment?
2. What is niche marketing? Give an example
3. What are the three c's of branding?
4. What are macro environment?
5. Define Advertising
6. What is PLC?
7. What is push strategy?
8. What is industrial market?
9. What is meant by cluster preference?
10. List out the 4 P's of Marketing Mix.

**SECTION-B (5 x 5 = 25)**

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

11. Define marketing and its scope.
12. Explain the various levels of market segment.
13. Elaborate the types of industrial marketing.
14. Explain product hierarchy.
15. What are the steps involved in channel decision support system?
16. Write a note on sales promotion and its type.
17. How to evaluate market effectiveness?
18. Describe the need and importance of labeling.

**SECTION-C (3 x 10 = 30)**

**Answer ALL the questions.**

19. (a) Explain the company's orientation towards the marketplace.  
(Or)  
(b) Elaborate the bases for segmenting consumer market.
20. (a) Describe the various factors influencing on industrial buying decision.  
(Or)  
(b) Elaborate the different systems of product classification.
21. (a) Explain MIS and its components.  
(Or)  
(b) Explain the steps involved in developing and managing an advertising program.

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