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**D.K.M.COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1**  
**SEMESTER EXAMINATIONS**

**NOVEMBER -201815CBA5C/CBA5C/CAIS1A**  
**MANAGEMENT**

**MARKETING**

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\*\*\*\*\***Time : 3 Hrs**

**Max.Marks : 75**

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

**Answer ALL the questions.**

1. What is Marketing?
2. What are the three approaches to the study of Marketing?
3. What is Buyer Behaviour?
4. What are the bases for market segmentation?
5. What are the types of forecasts?
6. Define Branding.
7. Bring out the importance of Price.
8. What is meant by Pricing Strategy?
9. What is sales promotion?
10. Define Advertising.

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

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

11. Discuss clearly the nature of Marketing.
12. Explain the importance of study of buying motives.
13. What is new product development process? Discuss.
14. Explain the factors influencing price decision.
15. Explain the various mode of transportation.
16. Bring out the role of Marketing in the economic development of a country.
17. What are the objectives of public relations?
18. Briefly explain some of the pricing policies.

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

**Answer ALL the questions.**

19. (a) Explain the various types of factors which influence the marketing environment.  
(Or)  
(b) Explain the various kinds of pricing.
20. (a) What is meant by Product Life Cycle? Explain its concepts with examples.  
(Or)  
(b) "Target Market follows Market Segmentation" - Discuss.
21. (a) What are the various methods of sales promotion? Discuss.  
(Or)  
(b) Write short notes on i) Personal Selling ii) Publicity iii) Direct Marketing.

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