

BCOM 3002/BBA 3002

B.Com./B.B.A DEGREE EXAMINATION,
JANUARY 2021.

Third Year

B.Com./Business Administration

ELEMENTS OF MARKETING

Time : Three hours

Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE out of Eight questions.

1. Define Marketing. What are the functions of marketing?
2. State and explain the different types of buying behaviour.
3. Explain the various steps to the followed in market segmentation.
4. List out the various objectives of pricing.
5. State the role of advertising in modern business world.
6. What are the importance of channels of distribution.

7. Explain the different methods of evaluating the advertising effectiveness.
8. Distinguish between advertising and personal selling.

PART B — (4 × 15 = 60 marks)

Answer any FOUR out of Six questions.

9. Define Market. Explain the various classification of market.
10. Describe the various factors that influencing the consumer behaviour.
11. Discuss the different stages of PLC.
12. Enumerate the various kinds of pricing strategies.
13. Explain the factors that influencing the selection of channels of distribution in marketing.
14. Discuss the media of advertisement.