

## **BCOM 3002/BBA 3002**

B.Com./B.B.A. DEGREE EXAMINATION,  
JANUARY 2022.

Third Year – Non-Semester

Commerce/B.B.A.

### **ELEMENTS OF MARKETING**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE out of Eight questions.

1. Marketing Research is vital for the Evaluation of a sound Marketing Strategy” – Explain this statement.
2. Explain the Benefits and approaches of Market Segmentation.
3. Briefly explain in method of pricing.
4. Define Advertising and explain the kinds of Advertising Media.
5. Comment on the qualities of a successful Salesman.
6. Explain the channels of distribution for consumer goods.

7. What are the psychological / economic determinants of consumer behaviour? Discuss their relevance in marketing decision making.
8. Discuss the 5W approach to communication model with suitable examples. Why and how ethics are important in a country like India? Substantiate.

PART B — (4 × 15 = 60 marks)

Answer any FOUR out of Six questions.

9. Identify the various concepts of marketing with short introduction and differentiate the modern marketing concept from societal marketing concept.
10. What is labelling? Explain its types and functions. Also justify its importance to the consumers.
11. What is personal selling? Identify the various types of salespersons. Also explain any four essential qualities of a good salesperson.
12. What do you understand by Market Segmentation? What are the variables used for segmenting the market of FMCG goods?
13. Discuss the various stages of a new product development process by taking the example of an electric car as a new product concept.
14. Discuss the main objectives of sales promotion. Explain some of the sales promotion methods directed at consumers, which can be used by a detergent manufacture.