

(6 pages)

Reg. No. :

Code No. : 12081 E Sub. Code : CACO 21

B.Com. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Second Semester

Commerce — Allied

MARKETING

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer : -

1. You are directed to study the actors close to the company that affect its ability to serve its customers-departments within the company, suppliers, marketing intermediaries, customer markets, competitors, and publics. What are you studying?
- (a) the demographic environment
 - (b) the macro environment
 - (c) the micro environment
 - (d) the marketing environment

2. Which of the following is NOT a type of factor in a company's macro environment?
- (a) Economic
 - (b) Demographic
 - (c) Technology
 - (d) Competitor
3. What is not part of the marketing mix (the 4Ps)?
- (a) Person
 - (b) Price
 - (c) Promotion
 - (d) Product
4. Demand-based pricing is determined
- (a) by using the wholesale cost of an item as the basis for the price charged.
 - (b) by how much the consumer is willing to pay for a product or service
 - (c) by what competitors are charging for the same good
 - (d) by all the above
5. Which one is NOT a stage in the PLC?
- (a) Growth
 - (b) Decline
 - (c) Maturity
 - (d) Development
6. What is a product extension?
- (a) longer production time
 - (b) products that keep going through the different stages
 - (c) strategies to keep the product from declining
 - (d) products with extension features

7. Which of the following is not an element of physical evidence?

- (a) equipment (b) facility design
- (c) employee dress (d) employee training

8. _____ is a tool for simultaneously depicting the service process, the points of customer contact and the evidence of service from the customer's point of view.

- (a) Service standardization
- (b) Front end planning
- (c) Service blue printing
- (d) None of the above

9. What is international marketing?

- (a) obtaining customers from another country
- (b) obtaining customers from your own country
- (c) satisfying customers from your district
- (d) satisfying customers from your own country

10. What is direct export?

- (a) sending your product directly to Guangzhou without going to India first
- (b) using a trading company to export your product
- (c) exporting your product on your own, without a trading company
- (d) sending your product to the moon without going to Mars first.

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Define the term marketing from different perspectives.

Or

(b) Differentiate between micro and macro marketing concepts.

12. (a) Define the term product. How does the product differ from services?

Or

(b) What are the concentration functions of marketing?

13. (a) What is the penetration price? Give suitable examples.

Or

(b) Write a note on 'product testing' and 'product diversification'.

14. (a) What is channel conflict? Bring out the different types of channel conflict.

Or

(b) Brief a note on social media marketing.

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15. (a) Define the term international marketing.

Or

- (b) What are prohibited imports in India? List out the prohibited import goods in India.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Explain the marketing environment, in detail, with suitable examples.

Or

- (b) What is micro marketing? How does it differ from macro marketing? Explain.

17. (a) Explain the various functions of marketing.

Or

- (b) What are elements of marketing mix? Explain each element with suitable examples.

18. (a) Explain the different stages of the product life cycle.

Or

- (b) Examine the different pricing strategies applicable in the modern market.

19. (a) Who are all the parties involved in channels of distribution? Explain.

Or

- (b) Discuss the advantage and disadvantages of Tele-marketing.

20. (a) Explain the importance of international marketing in the modern business world.

Or

- (b) Enumerate the different coping strategies to face the global competition in the international market?