

(FOR THE CANDIDATES ADMITTED

SUBJECT CODE **22 UEC 307**

DURING THE ACADEMIC YEAR 2022-23 ONLY)

REG.NO.

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI

END-OF-SEMESTER EXAMINATIONS : NOVEMBER – 2023

B.Com. – E.COMMERCE

MAXIMUM MARKS: 50

III SEMESTER

TIME : 3 HOURS

**PART – III
MODERN MARKETING**

SECTION – A (10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

(K1)

(MULTIPLE CHOICE QUESTIONS)

1. Modern marketing concept lays greater importance on the freedom of the.....
 - a) Producer
 - b) Seller
 - c) Advertiser
 - d) Consumer
2. Product line and product mix are the important areas covered by.....
 - a) Promotion policy
 - b) Product policy
 - c) Distribution policy
 - d) Price policy
3. _____ refers to a price in just under a round number.
 - a) Odd pricing
 - b) Consumer pricing
 - c) Dual pricing
 - d) Cost plus pricing
4. News paper and magazines are the media used in.....
 - a) Direct advertising
 - b) Outdoor advertising
 - c) Selective advertising
 - d) Indirect advertising
5. The limitations of e-marketing is _____.
 - a) instant cash payment
 - b) touch and feel
 - c) the inability to touch and feel
 - d) immediate delivery

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES. (K2)

6. Define the term market.
7. Indicate the product line.
8. Relate the meaning of sales promotion.
9. Define advertising.
10. Interpret the term consumerism.

(CONTD 2)

SECTION – B**(5 x 3 = 15 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)**

11. a) Describe the importance of marketing.
(OR)
b) Examine the modern marketing concept.
12. a) Interpret the steps in new product development process.
(OR)
b) List the functions of packaging.
13. a) Discover the factors affecting the price determination.
(OR)
b) Describe the criteria for segmenting the market.
14. a) Examine the objectives of sales promotion.
(OR)
b) Compare the differences between advertising and personal selling.
15. a) Show the factors influencing consumerism in India.
(OR)
b) Interpret the e-marketing and e-advertising.

SECTION – C**(5 x 5 =25 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K4/K5)**

16. a) Analyze the objectives of marketing.
(OR)
b) Determine the functions of marketing.
17. a) Experiment with the product life cycle process.
(OR)
b) Discuss the advantages and disadvantages of branding.
18. a) Give your opinion about the objectives of pricing?
(OR)
b) Construct the basis for consumer market segmentation.
19. a) Evaluate the factors influencing choice of distribution channel.
(OR)
b) Outline the various kinds of advertising media.
20. a) Justify the consumer rights which are provided in Consumer Protection Act.
(OR)
b) Point out the differences between traditional marketing and digital marketing.