

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

END-OF-SEMESTER EXAMINATIONS : NOVEMBER – 2024

B.Com. E-COMMERCE

MAXIMUM MARKS: 75

SEMESTER: III

TIME : 3 HOURS

PART – III

MODERN MARKETING

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

(K1)

1. A place for buying and selling activities is called

- a) Market b) Marketing c) Market research d) Market Information

2. is attaching a tag with a product that describes it.

- a) Branding b) Packing c) Labelling d) Grading

3. Fixing high price for a new product will be called as

- a) Price skimming b) Price segmentation c) Dual pricing d) Customary Pricing

4. Advertisement promotes

- a) Purchase b) Production c) Sales d) Price

5. are a set of moral principles that guide a company's promotional activities.

- a) Marketing Ethics b) Marketing strategy c) Market segmentation d) Market Value

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

6. Who is the Father of Modern Marketing?

7. What is product policy?

8. List any two types of market segmentation.

9. What do you mean by sales promotion?

10. Write few examples for e-commerce platforms.

SECTION – B

(5 X 5 = 25 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.

11. a) Describe the Functions of Marketing.

(OR)

b) Indicate the recent developments in Marketing.

(CONTD ... 2)

12. a) Highlight the importance of a product mix in a company's marketing strategy.
(OR)
- b) Differentiate between a brand name and a trademark.
13. a) Distinguish between cost-based pricing and value-based pricing.
(OR)
- b) Outline the benefits of effective market segmentation.
14. a) Write the functions of Advertising.
(OR)
- b) Write the concept of multi-level marketing (MLM).
15. a) List the key principles that guide ethical marketing practices?
(OR)
- b) Summarize the advantages and disadvantages of E-Advertising.

SECTION – C**(5 X 8 = 40 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.**

16. a) Explain the Modern Marketing Concept.
(OR)
- b) Identify the common challenges faced by the companies when entering global markets.
17. a) Describe the stages involved in product planning and development
(OR)
- b) Explain the stages of the Product Life Cycle (PLC).
18. a) Discuss the factors affecting price determination.
(OR)
- b) Explain the different types of pricing policies.
19. a) Explain the the factors that affect the choice of distribution channels.
(OR)
- b) Describe the role and techniques of personal selling.
20. a) Discuss the importance of marketing ethics in today's business environment.
(OR)
- b) Discuss the recent trends in internet marketing?