

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN  
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)

Chromepet, Chennai - 600 044.

B.Com. - END SEMESTER EXAMINATIONS - APRIL 2025

SEMESTER - VI

**24UCOCT6016 - Marketing**

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

### **Section B**

Answer any **SIX** questions ( $6 \times 5 = 30$  Marks)

1. State the importance of marketing.
2. Explain the need for study of Consumer behaviour.
3. Differentiate between micro environment and macro environment in marketing.
4. Explain Neuro Marketing.
5. List the key elements of the microenvironment in marketing.
6. Explain the bases of segmenting a market for consumer products.
7. What are the Pricing policies followed by marketers?
8. Examine the concept Communication Mix.

### **Section C**

Answer any **THREE** questions ( $3 \times 10 = 30$  Marks)

9. Describe the components of the marketing environment with relevant examples.
10. Write in detail on consumer buying process.
11. Examine the classification of markets.
12. Explain briefly the Rights of a Consumer under the consumer protection Act.
13. Determine the various stages of the product life cycle with examples.

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