

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. CS - END SEMESTER EXAMINATIONS - APRIL 2025

SEMESTER - VI

24UBCET6A01 - Marketing

Total Duration : 1 Hrs.30 Mins.

Total Marks : 40

Section B

Answer any **TEN** questions ($10 \times 2 = 20$ Marks)

1. Name the stages of the buying decision process.
2. Write a note on Post- Purchase evaluation.
3. What is the cognitive stage in consumer behavior?
4. Describe mental accounting.
5. Write a note on branding?
6. Define conditioned responses.
7. Expand PEST factors in marketing.
8. What is the role of collaborators in marketing?
9. Brief Core product.
10. Discriminate consumer products from industrial products.
11. How can a brand be timeless?
12. What is marketing plan?

Section C

Answer any **FOUR** questions ($4 \times 5 = 20$ Marks)

13. Discuss Maslow's hierarchy of needs.
14. Enumerate five Cs analysis in marketing?
15. Diagnose the four subcategories of consumer products.
16. How does a Product Life Cycle work, and what are its primary functions?
17. Elucidate the importance of two-way communications.
18. What are the components of the PEST analysis and how it is used?
