

Roll.No.

25UBIGT1A01

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. ISM - END SEMESTER EXAMINATIONS - NOVEMBER 2025
SEMESTER - I

25UBIGT1A01 - Marketing Management

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions (6 × 5 = 30 Marks)

1. Describe the emerging new concepts in marketing.
2. Illustrate the conditions essential for successful market segmentation.
3. Infer the objectives of sales promotion.
4. Construct the different ways of conducting mail order business.
5. Sketch the factors responsible for the product failures.
6. Focus the factors influencing the buyer behaviour.
7. Interpret the role of AI in improving the effectiveness of social media ads.
8. Explain how AI improves supply chain efficiency in logistics.

Section C

Answer any **THREE** questions (3 × 10 = 30 Marks)

9. Explain the functions of marketing in detail.
10. Analyse the different kinds of pricing.
11. Conclude briefly the bases for market segmentation.
12. Illustrate the qualities of a successful salesman.
13. Summarise the factors to be considered while selecting a channel.
