



ADITYA DEGREE COLLEGES

Aditya Group of Degree Colleges

* ANDHRA PRADESH *

PRE FINAL - EXAMINATIONS

III B.Com VI SEMESTER

MARKETING

Max. Marks : 75 M

Time: 3 Hours

Date: 24.03.2020

SECTION-A

I. Answer any FIVE of the following questions:

5 x 5 = 25 M

1. Define Marketing Environment.
2. What factors are to be kept in mind before understanding Market segmentation.
3. Explain the problems involved in product life cycle.
4. Discuss the concept of price and pricing.
5. Write a short note on online Marketing
6. What are the qualities of good packaging.
7. What is product concept in Marketing
8. Explain skimming and penetration pricing

SECTION-B

II. Answer the following questions:

5 x 10 = 50 M

9. a) What do you mean by Marketing ? How do you classify Markets

(Or)

- b) What is Marketing Mix ? Examine the factors affecting Marketing Mix ?

10. a) Write the benefits and Limitations of Market Segmentation ?

(Or)

- b) Differentiate between a consumer and Buyer behaviour.

11. a) Explain the reasons for failure of a new product.

(Or)

- b) What is Packaging ? Explain the functions of Packaging.

12. a) Explain the objectives of Pricing ?

(Or)

- b) Enumerate the Internal factors that influence the pricing of products by a company

13. a) What are the advantages and limitations of personal selling ?

(Or)

- b) What is Advertising ? What are its Functions.

AWDC - KKD